

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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M. C. POSTSCRIPTS

★ With labor crises developing rapidly on a nation wide front, the American Management Association has issued a call to 2,182 companies in its membership and to industry at large to attend a conference in Philadelphia on February 9-10-11. It is expected that from this conference will emerge plans and policies which will have a settling effect on the chaotic conditions existing in a number of the country's major industries.

★ The Federal Trade Commission announced on February 7 that it had ordered Loft, Inc., of Long Island City, N. Y., to cease "disparaging the candy products of its competitors." The firm was alleged to have directed radio advertising against the use of glucose by its competitors in making candy.

The order also directed Loft, Inc. to desist representing that it did not use glucose. This ingredient, the commission found, was necessary in the manufacture of commercial candy and is neither harmful nor unsafe.

★ Every manufacturer is interested in the trends in the candy business in America and Europe. Conrad Spoehr in this issue gives his observations which are drawn from his extensive travels over the United States and Europe.

The article on "Sanitation in Marshmallow Manufacture," by Dr. C. P. McCord, who has for many years been prominent in public and industrial health work, is intended to emphasize the importance of exercising unceasing care throughout the production processes of not only marshmallows but all kinds of confectionery.

★ In reading Dr. Whympers remarks upon the late Tiachiro Morinaga, founder of the remarkable Morinaga chocolate and food establishments, one cannot help admiring what this Japanese candy manufacturer accomplished in adapting Western production methods to the making of sweets in the Orient.

★ Talbot Clendening's discussion on "Summer Coatings" is alive with ideas which should be helpful in planning summer pieces.

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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

TODAY YOUR CUSTOMERS ARE QUALITY CONSCIOUS

BUT—

Costs are steadily rising. Will you maintain your quality and increase your business and prestige, or attempt to compete with inferior merchandise which is profitless?

KEEP FAITH WITH YOUR PUBLIC

MERCKENS Chocolate Coating will continue to keep faith with you.

MERCKENS CHOCOLATE CO., Inc., Buffalo, N. Y.

BRANCHES:

New York.....25 West Broadway
Boston.....131 State Street
Los Angeles.....412 West Sixth St.



AGENCIES:

Chicago: Handler & Merckens, Inc.,
180 West Washington St.
Denver.....Western Bakers Supply Co.
Salt Lake City.....W. H. Bintz Co.



Help - Help - Help!

"THAT'S OUR SLOGAN"

LET us convince you that we can *Help* you produce better quality candies at lower production costs by using Nougat Whip — Hand Roll Creme — Vac-Cream — Vac-Milk — Master Milk, etc.

WRITE TODAY for a copy of our Candy Makers' Guide, other Special Formulas and our latest price list.



SENNEFF-HERR COMPANY

A Sterling Product from Sterling, Ill.

1937	FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28							

1937	MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

The CANDY MAN'S CALENDAR

February—1937

2nd Month

28 Days { 4 Saturdays
4 Sundays

Day of Month	Day of Week	EVENTS
		Planning Season for Wholesale Mfrs.—Summer Lines Planned, Mother's Day Plans and Easter Goods Production. For Retail Mfrs.—Summer Package Plans, Mother's Day Plans (Cont'd), Lincoln's, Washington's, St. Valentine's, and Easter Goods Production.
1	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.†
3	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
4	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†—35th Annual Banquet of the Confectionery and Ice Cream Manufacturers of the State of New York, Hotel Astor, New York City.
5	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Philadelphia.*—Have you commenced planning your Summer assortments? Better do it now.
6	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡
7	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
10	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.*—Ash Wednesday. First day of Lent.
12	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡—Abraham Lincoln's Birthday.
13	Sa	Kansas City Candy Club, Pickwick Hotel*
14	S	St. Valentine's Day. Should sell plenty of candy today.
15	M	Chicago Candy Club, Medinah, Chicago.‡
15-21		Cherry Week.
16	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
18	Th	New York Candy Club, Inc., Park Central Hotel.*
20	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
22	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*—George Washington's Birthday.
25	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*—There is plenty of business to be had in vacations and week-end assortments. Better begin and give this some real thought right now.
27	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
		*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.

March, 1937

3rd Month

31 Days { 4 Saturdays
4 Sundays

Day of Month	Day of Week	EVENTS
		Planning Season for Wholesale Mfrs.—Summer Plans (Con't); Christmas Boxes, Wraps, Novelties; Summer Goods Production; Mother's Day Production. For Retail Mfrs.—Summer Packages Selected; St. Patrick's Day Production; Easter Production.
1	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
3	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.* St. Patrick's Day goods all shipped? And what about Mother's Day candies? They should be well on their way and ready for shipment by April 1.
4	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
5	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Philadelphia.*
6	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡
7	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
8-11		American Society of Bakery Engineers' Convention, Edgewater Beach Hotel, Chicago.
10	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.* Box manufacturers can give you better service now on Christmas work than they can in September. Get busy and decide on wrappers, boxes and novelties.
12	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
13	Sa	Kansas City Candy Club, Pickwick Hotel* There's a lot of summer camp business to be had if you will go after it.
15	M	Chicago Candy Club, Medinah, Chicago.‡ How are your crystallized goods shaping up?
16	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
17	W	St. Patrick's Day.
18	Th	New York Candy Club, Inc., Park Central Hotel.*
20	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
21	S	Palm Sunday. First day of spring.
22	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.* Now is the time to buy Brazils.
23-26		American Management Association Annual Packaging Exposition, Hotel Pennsylvania, New York.
23-26		Package Machinery Manufacturers Institute Convention, Hotel Pennsylvania, New York City.
25	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
26	F	Good Friday.
27	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.* Favorable time for purchasing figs; also dates.
28	S	Easter
29-31		Women's National Exposition of Arts and Industries, Grand Central Palace, New York City.
		* Monthly meeting. † Weekly meeting. ‡ Bi-Monthly meeting.



EDITORIAL

New Cost Peaks

CANDY manufacturers enjoyed in 1936 their best year in sales volume since 1929. The industry participated in the general business improvement as the nation moved into better times. But the problem of costs has become more acute than ever, because 1936 and recent months have established a high mark in raw material prices over those of the last few years. Meanwhile, selling prices of finished products have not kept apace with the rising costs of ingredients.

The tabulation of comparative prices on a representative list of commodities which is found elsewhere in this issue presents convincing argument of the absolute necessity for increasing selling prices.

There is every indication that prices will continue at high levels for some time and, although some firms have been producing with materials purchased at lower prices, it will be impossible to beat the game under prevailing conditions.

Future Business Regulation

AN INTIMATION of some of the possible aspects of the future of business under the New Deal was outlined by Donald R. Richberg, former NRA administrator, at the recent National Wholesale Grocers' Convention in Chicago. According to Mr. Richberg, "There are two major problems of business management in which government intervention, in the nature either of cooperation or restraint, will be encountered: the problem of maintaining a fair competition; and the problem of maintaining harmonious industrial relations."

In suggesting the future prospects for the solution of these problems, Mr. Richberg declared that the laws regulating competition need to be clarified and their administration simplified, so that whatever be the rules of the game they can be easily understood and enforced with certainty and speed. "Monopolies and monopolistic practices should be defined to cover the actual exercise of an arbitrary control over prices and production," he said, "so that mere size or potential power may not be confused with wrongful uses of economic power."

Mr. Richberg pointed out that legislative rules must be interpreted and applied by a trained body of impartial officials and that the primary duties of law enforcement in all doubtful cases should be laid upon an administrative commission, such as the Federal Trade Commission.

Pure Food Bill

THE Copeland pure food bill, which proposes revision of the Federal Food and Drug Act, is at the head of the list on the program of work outlined by the House Interstate Commerce Committee, of which Representative Lea of California is chairman. It will be recalled that this bill passed both houses in different form last session but died in conference.

Incorporating some revisions, this proposed legislation, vitally affecting the confectionery industry, now appears in two separate bills, H. R. 300 and S. 5. In a communication to members of the N. C. A. dated January 29, Secretary Max F. Burger pointed out that the bills are the outgrowth of hearings and conferences beginning in 1933 and in which the N. C. A. Legislative Committee has participated.

Under the leadership of William F. Heide, Chairman, the Legislative Committee is continuing to give its attention to this important legislation.

Much credit should be given Mr. Heide and the members of his committee for their untiring services in representing the industry over this prolonged period. Associated with Mr. Heide in this important work are A. M. Kelly, Executive Vice-President; Dr. Stroud Jordan, and W. Parker Jones, General Counsel of the N. C. A. The effort of these representatives has been to strengthen the law's protection of the consumer, encourage legitimate industry, and discourage the imposition upon the candy manufacturing industry of any hardship not justified in the public interests.

The principal changes affecting candy contemplated by the pending bills are:

1. Prohibition of false advertising.
2. Promulgation of standards of identity and reasonable standards of quality and fill of container.
3. Compulsory labeling of unstandardized articles to disclose ingredients on the label.
4. Elimination of the distinctive name proviso of the present law.
5. Compulsory label declaration of artificial flavors and colors to the fullest extent practicable.
6. Prohibition of metallic trinkets and other non-nutritive substances in confectionery.

This proposed legislation is intended to become effective twelve months after enactment, but immediately upon enactment, the Secretary of Agriculture is authorized to conduct hearings, promulgate regulations, and to designate foods having common or usual names such as to exempt them from disclosure of ingredients for a reasonable time pending the establishment of definitions and standards of identity.



AWARDED RECOGNITION FOR MERIT

Three sweethearts! Among the outstanding packages selected for recognition at the Quarterly Candy Packaging Clinic sponsored by The MANUFACTURING CONFECTIONER, January 29, were these meritorious Valentine Heart boxes of chocolates. The two Bunte packages, which are priced at 50c a pound and \$1.50 for three pounds, manufactured by Bunte Brothers, Chicago, have ex-

cellent quality and appearance. Their variety of pieces in milk and dark chocolate intrigue and whet the appetite. The third box, by Walgreen's, Chicago, is a colorful 1-pound 50c specialty box in old-fashion design with modern treatment. It has extension edges top and bottom in red trim, making an attractive package for display. Sketch is printed in four colors on a white background.

THE MANUFACTURING CONFECTIONER

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CANDY TRENDS In America and Europe

★ By CONRAD SPOEHR

IT has been interesting to observe during the past twenty-five years how much various types of candy are subject to styles, whims, and caprices. The reasons for these trends are also interesting, and I believe it is generally agreed that most of the "ups and downs" of different candy types in their acceptance by the public are largely within the control of the manufacturers. Possibly some of the great candy fortunes have been made by exploiting certain types of candy and "working them to a finish" and then dropping them, but the industry's experience has proven the wisdom of giving good quality for the price. One of the misfortunes of the industry has been that when confections have become especially popular often they have been cheapened by many firms, with the inevitable result that these types have lost their appeal to the consumer.

Caramels Through the Years

About fifty years ago, *caramels* had a great vogue, dating back to the time when the confectionery industry began to appreciate the great advantages in the use of corn syrup. But, the inevitable happened, as it is happening today with some of our other types of candy. There were so many short-cuts—so-called "savings in cost," including modern methods in cream saving which were introduced—that for about twenty years caramels became a dead issue, and they could not even be sold to school children.

Then about twenty years ago, caramels started to

come back again because someone had the idea of going back to original quality. So today there are more caramels sold than ever before, and, while it is true that we also have a good deal of "junk," still there are a number of firms that have established a standard of quality which is unquestionably responsible for their doing a very substantial business.

Butter Scotch and Hard Candies

Thus it is with *butter scotch* candies. At this moment there occurs to me at least one firm in the United States which, to my knowledge, has not changed a recipe of its butter scotch candies in forty years. Other concerns may wonder why their own butter scotch business is not as extensive; yet in comparing the original butter scotch with the imitators, it is easy to see why the original, made in the good old-fashioned way, has survived. In other words, the trend has always been toward the maintenance of quality.

Regarding *hard candies*, thirty years ago there was no great variation in the sale of hard candies through the seasons; but, today the demand for hard candy seems to cease right after Christmas. Why is this? Can't it be traced to the same conditions that exist in regard to butter scotches? There are some firms making hard candy that, year in and year out, are able to maintain a satisfactory rate of turnover. Analysis will indicate that they do not save on either the quality of their flavors or on the amounts used. If of good quality, properly presented, and merchan-

dised, I am convinced that hard candies can be sold today as aforetime—practically the whole year 'round. Maybe the ideas pertaining to featuring different pieces for the various seasons have not been right, in cases where greater sales volume is desired.

A very definite current trend in merchandising hard candies is the use of *individually wrapped pieces*. The comparatively recent adaptation of high-speed wrapping machines to hard candy pieces is revolutionizing the hard candy business. The individual wraps offer excellent protection against unfavorable temperatures and humidities, as well as the advantage of sanitary protection. Transparent cellulose is being widely employed for this purpose, both plain and in colors. The latest development is the printed individual wrap bearing the manufacturer's name. The use of printed individually wrapped pieces for hard candies and other types of goods now makes possible the identification of the manufacturer of bulk candies.

English Toffees Changing in U. S.; Candy Trends Spread Among Nations

Now let us consider the so-called English toffees. These never took hold in the United States as they should. From a flavor standpoint they were delightful and everything which could be desired, but again, when competing firms tried to cut costs and make them cheaper they practically killed this very desirable item. There is now a trend apparent to change this type of candy, or—if you will—to bring about a metamorphosis so that we shall have with the intriguing English flavors an American eatability. The trouble with the average chewy toffee as presented to the public today is its tendency to pull out dental fillings, and this only has to happen once to lose the customer.

The world is so comparatively small today that it is inevitable that our newer candies and improved pieces are going to be affected by those having the greatest consumer acceptance in Europe, as well as by the pieces which can be improved and whose quantity can be increased through the use of modern machinery. This applies both ways, of course, and I notice the same conditions in Europe as in America.

Germany had the first filled hard candies and there are a number of manufacturers in the United States that have sold enormous quantities of this delectable confection. But those whose volume has not fallen off are the ones who have had the highest standard of quality. Considering the present trend, I predict that if the quality of this confection is not held up it will become a dead issue like caramels of thirty years ago.

European Machinery Developments

In the past few years, great progress has been made in the production of caramels and other candies containing dairy products. This has resulted in the creation of certain machinery through which it has been possible to produce candies of a different texture, eating quality, and flavor. For instance, there is a machine made in Germany that will cook a 100-

pound batch of caramels in about 7 minutes, and of a delectable flavor and a lovely rich cream color—not brown.

In Europe, the candy makers are not as much in a hurry as we are over here. They haven't the production mania that has afflicted us in America. At the same time it is surprising that with their slower methods they have built up enormous production in certain types of candies. I know one firm in England that has 14 moguls busy on gum arabic jujubes.

Jujubes in Europe

Gum arabic jujubes are produced in practically every European country. In those lands, as in our own, there are of course some manufacturers who sacrifice quality for price. I saw one large firm on the continent turning out tons of this type of candy from practically glue. Other firms have been trying to overcome some of the natural sales handicaps which seem to have been characteristic of this type of candy. For instance, in Sweden, I found one firm that had worked out a formula so that these jujubes would keep soft for a long time.

In the United States there are three or four prominent and eminently successful firms that have specialized on jujubes, and when they overcome this same tendency of jujubes becoming hard I think this field of candies will grow enormously.

At present, these same American firms mentioned above are developing the so-called starch jujube, which is made without gum arabic, using, instead, a certain percentage of starch. At this writing, they have not as yet produced starch jujubes which are as beautiful and clear as the gum arabic type. But since they are made with starch, they are considerably less expensive to produce and, to my way of thinking, are more palatable. I believe that in the next few years we shall see considerable development in this type of candy.

European Moulded Chocolates

In practically every country in Europe the great majority of chocolates are shaped in some kind of moulded form. A great deal of thought has been given to the designs and eye appeal of these *moulded chocolates*. We in America could learn a great deal in this use of design and color. The extensive variety of European moulded goods may be divided into two classes; namely, the solid moulded chocolates, and the filled moulded chocolates.

In Oslo, Norway, I recently saw a moulding machine in operation which turned out 50,000 pounds of moulded goods per day, and this production was subject to being speeded up if necessary. The output from this plant went to a grocery and food chain of stores. Norway, with its population of but 3 million people, has some surprisingly large confectionery and chocolate plants. This is especially of interest to Americans who are under the impression that we must have large populations in order to keep fair-sized plants busy. After all, isn't it a question of what value is given to the public for their money?

(Turn to page 39)

Guide to Sanitation in MARSHMALLOW MANUFACTURE

★By CAREY P. McCORD, M.D.



THE making of good marshmallow is represented by some candy technologists as the most exacting task in the candy industry. This concept of the difficulties involved is reflected in the following quotation:

"Marshmallows are about the trickiest candies in the candy business. Every little detail must be right if you wish to turn out the sort of goods on which the consumer will repeat."

To the uninitiated, the making of marshmallows appears to be simplicity itself: merely beating up a sugar solution containing albumen or gelatine, flavoring to taste, and depositing in moulding starch. Just to the contrary is true. Every step in manufacture is jeopardized by many opportunities for spoilage. The commoner pitfalls of marshmallow manufacture are:

- a. Lack of uniformity in ingredients, notably gelatine and albumen.
- b. Variation in the hydrogen ion concentration of ingredients.
- c. Discoloring materials in gelatines, sugar or water.
- d. Too high, or too low, rates of beating.
- e. Unsuitable moisture of moulding starch.
- f. Unsuitable temperatures of moulding starch.
- g. Presence of yeasts and other parasites, due to uncleanness of machinery or utensils.
- h. Improper temperatures and humidities in the conditioning room.

As a result of such objectionable conditions the finished product may fall far short of a satisfactory result. The product which ultimately reaches the customer is a discolored marshmallow; a marshmallow with a disagreeable odor or taste; a poorly formed or tough marshmallow; incrusts or shrunken marshmallow, etc.

In some, but not all, of these situations poor sanitation is a factor. Generally unsatisfactory sanitary conditions may be expected to eventuate in the production of marshmallows for which there will be scant prospect of sustained sales.

Sanitation and Consumer Esthetics

It might be argued that marshmallows, or any other confection, which through objectionable qualities do not appeal to the consumer, constitute an unsanitary product. This is not necessarily true. Poor chemistry, rather than poor sanitation, is ordinarily responsible for off-color or otherwise unattractive marsh-

mallows. On the other hand, it is to be admitted that dinginess or unwanted color in marshmallows, or marshmallows with a disagreeable taste or odor, may indicate impurity of ingredients—lack of cleanliness of machinery and utensils, or the careless introduction of extraneous materials. All in all, a situation in which sanitation may be a factor is always created when the esthetics of the would-be consumer are outraged upon his examination of his purchase.

Sanitation in Connection with Marshmallow Raw Materials

In the making of marshmallows there may be used such ingredients as cane and beet sugars, corn syrup, invert sugar, gelatine, albumen, gums, flavors, starch, agar agar, dextrines, acids, alkalies, and water. In addition, marshmallows may be enrobed with chocolate or topped with nuts.

Commoner opportunities for sanitary infringements in connection with these raw materials are now mentioned:

If *egg albumen* be utilized, extraordinary care is warranted, particularly if desiccated egg materials are used. The very freshest of eggs are rarely sterile within or without the shell. The necessary manipulation in separating the yolk and the white, desiccation, scraping of trays and packing of scale materials, provides favorable opportunity for gross bacterial contamination of these substances.

A federal department, within recent years, has reported that dried egg white imported from China may contain as many as a million spore bearing, gas forming bacteria per gram, together with many millions of other bacterial forms within the same unit of white. The spores of spore-bearing bacteria will long survive when embedded in dried down egg white, and need only moisture, such as is provided in the solution used in marshmallow manufacture, to initiate activity.

It is likely that some fermentation of flake egg white progressively takes place from the beginning of drying. By the end of eighteen months so much change has ordinarily been brought about as to make the egg white preparation unfit for use. In the interest of good sanitation preference is, therefore, expressed for cooked marshmallow, inasmuch as cooking kills off the greater number of spores and bacteria. Since the spores of bacteria in egg white and

gelatine may germinate when solutions or suspensions are made, care should be exercised to use no long standing preparations; to carefully cleanse all containers day by day, or between each batch during the day. Although the bacteria that might germinate would, in truth, be killed in the cooking process, lack of sanitary precaution will eventuate in the shunting of bacteria around the cooking process from the original containers onto the individual workers and into the product after cooling.

The water used in marshmallow work should be potable—that is, suitable in all qualities for drinking purposes. It seems superfluous to suggest that water used as a constituent in confections should be drawn directly from the community drinking water supply, and that such water should be known to be free from harmful bacteria and chemicals. Obviously, water used for cleaning of utensils in candy making should not be introduced into the candy ingredients. Likewise, containers for conveying water from the tap to the other containers in which solutions or mixtures are prepared should meet all the requirements of cleanliness.

Sugars are less likely sources of bacterial contamination, but corn syrup may be the source of unwarranted discoloration. Practically any ingredient in marshmallow may be the source of yeasts or molds. Practically always the cooking process gets rid of parasitic agents wherever these materials are exposed to the high temperature of cooking.

Reduced to simplicity, the sanitary problems connected with raw materials used in marshmallow work may be largely controlled by the following:

1. Select high grades of raw materials.
 2. Make up solutions or suspensions of albumens or gelatines only in such quantities as may be completely utilized within the period of a work day.
 3. Daily (or more often) cleanse with live steam or boiling water all utensils used in the preparation of raw materials for further use in marshmallow work.
 4. When water is required in a process, use only potable water.
 5. Subject all raw materials to cooking for sterilizing purposes.
-

Beating

The hot materials reaching the beater are practically sterile. As soon as cooling is begun, opportunity arises for the reintroduction of harmful agents. Beaters are well known portals of entry for troublesome yeasts and molds. Unclean edges of beaters which are not subjected to the action of hot materials are ideal locations for batches of contaminated leavings from previous batches, which, if allowed to remain successively, introduce harmful agents into every lot.

In beater work it is often necessary to add water or uncooked syrup to thin the batch. It may read-

ily be understood that if the vessel, in which the egg albumen suspension was made, be used, without cleansing, to collect the water to make the raw syrup employed as a thinner, all the good effect of sterilization by cooking is lost. Any thinning material should be boiled, or at least made up with boiling water.

Moulding

After sufficient beating, the marshmallow batch is transferred to the depositors. The only sanitary problem here entailed is that of cleanliness. The depositor, with its many valves and small tubes, could offer easy access to the introduction of yeasts and bacteria; at times extraneous dusts and substances that give rise to odors. Of course in the modern plants of today every part of the depositor is cleansed with hot water or live steam at least once a week, with lesser cleansing daily without disassembling.

From the depositor the marshmallow passes into the printed depressions made by the pattern in starch, which is almost invariably used for moulding. Many technical problems immediately arise in connection with the action of the starch upon the marshmallow. The principal purpose served by the starch is the removal of excess moisture from the marshmallow. The temperature of the starch, and its moisture content prior to contact with the marshmallow, introduce many possible variables in the finished goods, but not necessarily having any sanitary import. A heavily incrustated marshmallow may render an entire batch unsalable, yet be wholly free from sanitary defect. On the other hand, a number of opportunities exist for genuine sanitary infractions, chief among which is the over and over use of starch for moulding purposes without adequate cleansing. It is impossible for starch in daily use to remain uncontaminated, unless reconditioned each time before use, which is being done in the modern plants of today. Fortunately, starch is not a good media for the propagation of living forms.

A number of starch renovating machines have been devised and are in practical, helpful use. These machines sift the starch, remove excess moisture by means of heating (which controls sterilization) and finally conditions the starch so as to deliver it at the moulding point at desirable temperatures. The great worth of these machines appears to lie in the elimination of time waste and space monopoly required in the ordinary hot room method of drying.

Moulding starch is an explosive substance. This circumstance bears more directly upon safety than sanitation. Accident insurance companies have long looked askance at the starch room as the source of possible injuries. Long ago, one company sized up the situation in the following language:

"The special dangers in the starch room are those due to the starch dust, which may affect the health of the employees, and may also give rise to serious fires or explosions. Unless the starch room is provided with a suitable exhaust ventilating system, the air is likely to become impregnated with fine, dry starch, which is inflammable, and, when mixed with air in the proper proportions, highly explosive. An elec-

tric spark or an open flame may ignite the mixture and cause a disastrous explosion. Every starch room should be well ventilated, therefore, and the walls, overhead beams, floors, and all other places where dust may accumulate, should be cleaned regularly and frequently—preferably by the use of vacuum cleaners. The electrical apparatus used about the room should be inspected frequently and carefully; all switches should be of the inclosed type; fixed incandescent lamps should be fitted with vapor-proof globes, and those that must be used with extension cords should be protected by fiber or wire guards to prevent breakage. . . .

“ . . . The machines in starch rooms should be inclosed as thoroughly as possible, to prevent dust escaping into the air of the rooms in excessive quantities, special attention being given to the starch bucks and cleaners and the mogul machines. . . . ”

For practical purposes the following additional suggestions are made in connection with starch work:

1. Starch work should be carried out under conditions that provide no exposure to contaminating dusts from outside air.
2. Sweepings of starch spillage around moulding machines, drying rooms, etc., should in no instance be returned to the general starch supply, but should be discarded.
3. Dinginess of a degree equivalent to that produced by adding one gram of pure willow charcoal to two hundred grams of chemically pure medicinal corn starch, represents condemnable dirtiness. It is not implied that all starches of lesser dinginess are acceptable, nor that any degree of dinginess is a criterion of the sanitary state of the starch.
4. Rooms in which starch work is done, including drying, should be made proof against rats, mice, roaches, and similar vermin.
5. Screenings, after starch work, should be discarded, even though considerable quantities of usable marshmallow materials are admixed.

The Marshmallow Maker

The human element in marshmallow making, as in all other forms of candy manufacture, provides the greatest single opportunity for harm to fellow worker and insult to the consumer. The best laid plans for daily scrubbing and steaming of utensils and machinery become worthless unless in routine practice the cleaning work is faithfully performed. This depends upon the integrity, energy and faithfulness of human beings—both the workers and the inspectors.

The worker who replaces the sweepings, from the starch rooms and around the moguls, in the general supply of starch to be used in subsequent batches of

marshmallow, multiplies the danger of invasion by parasites. Human ignorance, rather than any ideas of economy, ordinarily prompts this practice.

Retention at work of an employee who is known to suffer from a communicable disease may not eventuate in any harm to the consumer of the confection, but, at least, it threatens the health and earning capacity of every other worker in the exposure area. The packing of marshmallows is ordinarily the first point at which this confection or food is exposed to hand contact. The use of packers obviously suffering from a skin disease fails to recognize the esthetic and health interests of the consumer.

All such objectionable practices but reflect the lack of thought, training, or intelligence of human beings.

Like all other candy operators, marshmallow workers should be subjected to careful physical examination, (a) at the time of employment, (b) once yearly thereafter, and (c) whenever any illness arises or is suspected. In addition, the foreman (in the absence of a medical director) should daily observe the workers under his supervision as to the existence of any physical state that may be inimical to the interests of the afflicted worker, other workers in the department, or the consumer. Any skin disease is regarded as sufficient reason to debar the worker so involved from further contact with candies, pending recovery. To do otherwise is fundamentally wrong. Even though the manufacturer or foreman may overlook such matters, it is to be remembered that nothing pleases the disgruntled ex-employee so much as to relate over and over the bad practices engaged in at the former working place. Candy is much advertised, in a good or bad way, in its own locality by employees and ex-employees. A reputation for bad sanitary conditions is sure to be acquired when deserved.

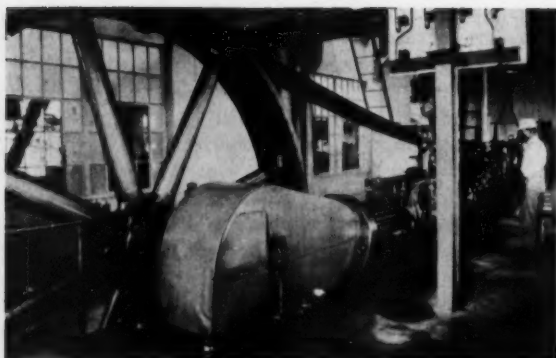
Miscellaneous Items

The making of marshmallows provides no harmful conditions peculiar to the processes involved. Every step that may be attended by harm is duplicated in other departments of candy manufacture. No differences may be expected to arise in the moulding of marshmallows in starch and the moulding of cream centers through the same processes. This is equally true of raw materials, cooking, beating, packing, etc.

If the cooking of marshmallow materials is brought about by direct gas heating, rather than by steam or other provision, care should be exercised against the hazard of carbon monoxid. Hoods over the heating apparatus are not sufficient, because the upward sweep of this gas from the burner to the hood will inevitably pass by the cook standing over the kettle. Vents originating at the burners themselves are ordinarily required. Natural gas contains no carbon monoxid, or less than the artificial variety. No less, any gas burned in open flame for candy cooking calls for protective devices.

Uniforms for workers are as much called for in marshmallow work as in any other part of the candy industry.

(Turn to page 46)



Equipped with modern American and European machinery, this chocolate plant, built by an enterprising Japanese who learned the candy business in America, is excellently laid out on a straight-line production basis. Above is shown part of the ice machine in the chocolate work room, also a section of the roasting room, a battery of longitudinal conches, and chocolate coating machines in operation.



View of the Morinaga chocolate and candy factory, part of one of the largest food combinations in the Far East.

LEADING JAPANESE CANDY MANUFACTURER PASSES

MR. TIACHIRO MORINAGA

Died January 25, 1937

THIS "Appreciation" is dedicated to a man who for two years during my stay in Japan stood in the position of my father, as he did and remained until his death to each and every one of his many employees.

I have neither the knowledge nor the skill to write even a brief biography of Mr. Tiachiro Morinaga, who died on January 25th, last, aged 72, at his home in Tokyo. Somewhere in my files is the story of a young Japanese boy who more than fifty years ago crossed the Pacific Ocean as a steward on a steamship heading for San Francisco. It was, I believe, in Oakland that this ambitious youngster set out to carve a career of his own. I have heard him tell of good friends there on the Coast who taught the young stranger the art of making candy, and, as a man over sixty, he was still speaking with affection of those early friends of his.

When we next hear of his progress, he was making caramels in a country that had few sweetmeats except those made from rice in various forms, Yokan, a confection made from persimmons and beans, and Amé, a mixture of maltose, glucose and dextrins of semi-divine and certainly prehistoric origin. From this small beginning, he built up the modern Candy Industry in Japan, and, at his death, he was the President of one of the largest combinations of food factories in the Far East, which included the manufacture of caramels and other candies, biscuits and crackers, ice-cream, chocolate, condensed milk and other dairy products, the last from dairy farms in Hokkaido that were developed very considerably through his energy to the advantage of his country. The Morinaga ice-cream parlors in the larger cities of Japan had long been famous before the dread earthquake of 1923.



In the gardens on the elaborate grounds surrounding the great modern plant established by Mr. Tachiro Morinaga.

In the obituary notice appearing in the "New York Times" it was stated that Mr. Morinaga had not been converted to Christianity; but creed is not of the least importance in the case of one born with all the finer instincts that mark the best of mankind of every race and religion. He may not have been highly literate, or even well educated, but he was of the Salt of the Earth, Nature's Gentleman, a Shintoist who added savour to our not wholly Christian industry.

If anything confirms my opinion that the most satisfactory control of industry is patriarchy, and of nations' benevolent monarchy, it is my association with the Morinaga Company in Japan in the two most difficult years following the great earthquake of 1923. Mr. Morinaga's many factories in Tokyo, Osaka, Kobe, Tsurumi and elsewhere were run on the Patriarchal system, and worked more smoothly and with less friction than any factory that it has been my privilege to work in. In those years of which I speak, Mr. Morinaga was ably supported by his vice-president, Mr. Matsuzaki, who possessed all the energy of the western business man with the innate courtesy of the Japanese. Equally efficient in their own departments were Mr. Watanabe, the buyer of the company, and Mr. Okubo, one of the best factory engineers that it has been my good fortune to meet.

My own business was to superintend the erection and to run for the company a new factory for the manufacture of chocolate, assisting when and where I could in other branches of Morinaga's diverse business in foodstuffs. The types of machines, both for the manufacture of chocolate and candy, had been selected after an extended visit through Europe and America by the three men last mentioned, accompanied by Mr. Ishimaru, an extremely competent factory manager and a clever candy man; and the structure that was chosen to house these machines was a collection of one-storey buildings generally found to be best suited to withstand the tremors of earthquakes.

The layout of the factory was as near perfect as could be, the raw materials entering at one end and the finished goods being taken out on to motor trucks at the other. In my work, I was assisted very greatly by a man for whom I have the very highest regard, Mr. K. Ono, for many years prior to my arrival in (Turn to page 46)



Above is shown a view of the slab room in the caramel section of the Morinaga plant, also the caramel cutting room. Next is a line-up of busy wrapping machines attended by neatly uniformed girls inserting chocolate creams. Below is a section of the milk chocolate packaging room. Raw materials enter one end of the factory and finished goods are taken away on motor trucks at the other. The buildings are of earthquake-proof construction.

MANY OPPORTUNITIES IN

SUMMER COATINGS

With New Developments

★By TALBOT CLENDENING

SUMMER coatings are becoming more popular each year in those sections of the country where higher temperatures are experienced. They were adopted in these sections more or less as a necessity, as regular chocolate coated pieces could not be kept in saleable condition under such climatic conditions. Due to their success, and inasmuch as most sections of the United States experience a prolonged summer season, summer coatings are becoming of more and more general interest. Now that we are approaching the time to prepare our summer lines, I believe it a timely and interesting topic to discuss.

Summer coatings have been talked of and tried for years, but in most cases were unsuccessful. The reason is that they were not made attractive or palatable. The majority of them were simply a mixture of sugar and fat, and occasionally a small quantity of flour was added, which resulted in a dull looking coating with an excessively sweet and greasy taste. Some manufacturers have apparently done some thinking about this, and improvements have been made in a few instances during the last year or two. However, there are not a sufficient number of good summer coated pieces on the market to really make them popular, and it is my belief that this can be accomplished if sufficient attention is given to developing attractive looking as well as good eating coatings. This, naturally, would result in a greater consumption of candy in the hot summer months, which is what we are all looking for.

The manufacturer should strive for individuality when developing a summer coating. It should be given a distinctive flavor and color and should blend well with the flavor of the center that it is to cover. Ofttimes a chocolate flavor and color is desired and this, too, can be accomplished with very good results. However, we will take up each of these problems in more detail as we proceed.

Selection of Raw Materials:

Fat

The selection of raw materials for making summer coatings is of prime importance inasmuch as they govern the appearance, standup and eating qualities of the finished product. The basic ingredients are fat, sugar, skim powdered milk, cocoa, flavor, color and lecithin.

The melting point of the finished product is most

important. Therefore, the use of a high melting point fat is necessary. For this purpose a good grade of hard butter with a melting point of 96° F. to 98° F. is used. The melting point of coconut hard butter does not usually exceed 92°, so a hard butter of 96° or 98° melting point is generally made by pressing Palm Kernel Oil. Such a butter may also be made by using Coconut Oil and adding a sufficient quantity of Palm Kernel Oil to raise the melting point to this degree and then pressing. The hard butter should be neutral in flavor and white in color so as not to affect the added flavor and color.

Sugar and Milk

Fine powdered, preferably XXXXXX sugar is used. This is a standard product and requires no discussion. Powdered skim milk is used to reduce the excessive sweetness of summer coatings, in that it replaces an equal portion of sugar or filler such as flour. The use of 5 to 6 lbs. of it to each 100 lbs. of coating is also most desirable from a flavor standpoint. In selecting this product you have a wide choice, but I have found it pays to use a good grade of milk which is not "flinty" on the tongue and is free from any off flavor.

Cocoa Powder

For making chocolate flavored summer coatings, cocoa powder is used. Keeping in mind that we desire to have a high melting coating, a cocoa powder should be selected containing a minimum amount of fat (cocoa butter). One of the large chocolate and cocoa manufacturers has put on the market a defatted cocoa powder containing less than 1 per cent fat, which in my opinion is the one most suitable for summer coatings. There are a number of other special cocoa powders on the market containing approximately 6 per cent fat. Ordinary breakfast cocoa powder contains from 18 to 22 per cent fat, and if a breakfast cocoa powder is used, you would be adding a high quantity of relatively low melting fat, which would reduce the melting point of the finished product. Further, it is well known that cocoa butter and vegetable hard butters do not mix, and usually in combination develop premature fat bloom.

Lecithin

One of the big advantages in using lecithin in summer coatings is that it enables you to use less fat.

This is very desirable, as one of the serious drawbacks to the majority of summer coatings is their excessive greasiness. The addition of 4 ozs. of lecithin will permit the elimination of 5 to 6 pounds of hard butter. A good grade of refined and purified lecithin should be used so as not to affect either color or flavor.

Flavors

Flavors for summer coatings should be the oil soluble type to insure distribution and economy. The individual flavor should duplicate the character of the flavor you desire to impart. You should also make sure that it blends with the flavor and type of center.

Colors

The color of these coatings is most important, but up to the present time very little consideration has been given to their selection. Most manufacturers call on their supplier for fat soluble colors. There are but two or three actual fat soluble colors available. These have been exploited in the production of summer coatings, and several mixtures have been made, the results of which have not always been satisfactory. Vegetable colors, as you know, are never brilliant, and mixtures of colors which are derived from such a source usually do not produce desirable results. Certified colors, such as the oil soluble yellows and oil soluble reds, act satisfactorily, and these are the two shades used together with white and chocolate to make up the assortments. Then, too, by mixing red and yellow, an orange shade can be secured. Only sufficient quantities of these colors are used, however, to produce pastel shades.

Development work on summer coating colors has been carried on for some time, but the results have only been made available during the past year. Such work has been directed toward the production of a wider variety of shades and colors, which have a more brilliant hue and are free from the muddy appearance so often encountered. Chocolate, for example, is composed of chocolate colored, non-fat particles mixed with a white or light cream cocoa butter and white sugar. The resulting mixture, however, is all chocolate colored. Keeping this fact in mind, coarse powdered sugar has been treated in a revolving pan or cylinder with a solution of the usual water soluble colors, to which enough alcohol was added to prevent undue solution of the sugar particles. The sugar was colored to any desired shade by spraying on and mixing the solution of color, drying, and again spraying on until a satisfactory depth of shade was obtained. This colored sugar was then mixed with sufficient coconut butter to make it have a composition similar to a grease coating. The resulting mixture was passed over the finishing rollers and finished just the same as a chocolate coating. It was then poured into shapes and set aside in a cool room to set up. Each of the 8 or 9 available water soluble colors were used in the same manner, giving as many different shades and colors in a concentrated form. This concentrated color is then added to the sugar, milk and hard butter only in sufficient quantities to produce the desired shade.

Formulas for Summer Coatings

WHITE OR COLORED SUMMER COATINGS

(A good type for bar goods.)

30 lbs. 96° coconut hard butter
10 lbs. skim milk powdered
55 lbs. XXXXXX sugar
4 ozs. refined lecithin
4 ozs. salt

Flavor and color to suit

Method: Mix sugar, salt and milk powder dry. Melt coconut butter and dissolve lecithin in it. Place butter in a mixer and slowly add dry ingredients. When thoroughly mixed, add flavor and color. If a melangeur and refining rolls are available they will improve both the texture and finish if handled the same as a chocolate coating.

CHOCOLATE FLAVORED SUMMER COATING

25 lbs. defatted cocoa powder
45 lbs. XXXXXX sugar
4 lbs. skim milk powdered
4 ozs. salt
4 ozs. lecithin
27-30 lbs. 96° coconut hard butter (depending upon the viscosity desired)

Method: Mix together all of the dry ingredients. Melt coconut butter and dissolve lecithin in it. Place about 15 lbs. of butter in mixer and slowly add dry ingredients and thoroughly mix. If refining rolls are available, then finish the same as a chocolate coating. After refining, put in the kettle the balance of the added fat and when thoroughly mixed, it is ready for use.

COLORED SUMMER COATINGS

(For coating penny items)

27 lbs. 96° coconut hard butter
55 lbs. XXXXXX sugar
15 lbs. defatted soy flour
4 ozs. refined lecithin
4 ozs. salt

Color and flavor to suit

The method for making this coating is the same as that for the two previous formulas. A coating of this type has been used with success by several of the manufacturers in the warmer climates for several seasons.

CARAMEL COATING

In some sections a caramel coating is popular. Inasmuch as this coating contains cow's butter, the melting point will be too low for a summer coating if 98° hard butter is used. Therefore, it is necessary to add a sufficient portion of vegetable stearines, either cottonseed or peanut, to compensate for this, or some of the imported hard butters having higher melting points, such as Jaboty, Illipe or Shea, can be used instead of the domestic 98° hard butters. Here is a formula for a caramel coating.

35 lbs. caramelized milk sugar (see note below)
42 lbs. XXXX sugar
25 lbs. hard butter
4 ozs. refined lecithin
4 ozs. salt
1/3 oz. Vanillin

(Turn to page 38)

CONFECTIONERY VALUE UP 22.7%

Industry Sales Near 260 Million

★By WILLIAM L. AUSTIN

Director, Bureau of Census, Dept. of Commerce

THE total value of the products made by the manufacturers of confectionery in the United States during 1935 amounted to \$259,889,300 (at f.o.b. factory prices), an increase of 22.7 per cent as compared with \$211,833,211 reported for 1933. A slight increase in employment was also reported.

These and other preliminary figures on the confectionery industry compiled from the Biennial Census of Manufactures were released on January 22, 1937, by the Bureau of the Census, Department of Commerce, at Washington.

The principal items covered by the 1935 total were: Chocolate confectionery (not including solid sweet and milk chocolate), 392,718,340 pounds, valued at \$72,958,409 (Table 2); bars (not including solid chocolate bars), 395,935,824 pounds, \$56,098,564; hard candy, 226,161,618 pounds, \$24,510,509; salted nuts, \$13,078,840. Pronounced increases over 1933 are shown for chocolate confectionery, and mod-

erate increases for hard candy and salted nuts.

The wage earners employed in this industry in 1935 numbered 52,093, an increase of 2.9 per cent over 50,609 reported for 1933, and their wages, \$39,251,753, exceeded the 1933 figure, \$32,991,077, by 19.0 per cent.

This industry, as constituted for Manufactures Census purposes, embraces establishments engaged primarily in the manufacture of candy, confections, popcorn balls and cakes, salted nuts, stuffed dates, and related products. The classification does not cover establishments engaged in the manufacture of chewing gum or of solid sweet and milk chocolate, nor the chocolate departments operated by confectionery manufacturers for the production of coatings for their own use.

Statistics for 1935, with comparative figures for earlier years, are given in the following tables. All figures for 1935 are preliminary and subject to revision.

TABLE I
SUMMARY FOR THE INDUSTRY: 1935, 1933 AND 1929

(Because they account for a negligible portion of the national output, plants with annual production valued under \$5,000 have been excluded since 1919.)

	1935	1933	1929	Per cent of increase or decrease (—)	
				1935-1933	1935-1929
Number of establishments.....	1,314	1,218	2,021	7.9	—35.0
Wage earners (average for the year) ¹	52,093	50,609	63,501	2.9	—18.0
Wages ²	\$ 39,251,753	\$ 32,991,077	\$ 56,442,674	19.0	—30.5
Cost of materials, containers, fuel, and purchased energy ²	153,691,598	114,164,308	215,192,474	34.6	—28.6
Value of products ³	259,889,300	211,833,211	393,269,849	22.7	—33.9
Value added by manufacture ³	106,197,702	97,668,903	178,077,375	8.7	—40.4

¹Not including salaried officers and employees. Data for such officers and employees will be included in a later report. The item for wage earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of

wage earners cannot, therefore, be accepted as representing the average wage received by full-time wage earners. In making comparisons between the figures for 1935 and those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

²Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.

³Value of products less cost of materials, containers, fuel, and purchased electric energy.

TABLE 2
PRODUCTS: KIND, QUANTITY AND VALUE: 1935, 1933 AND 1929

	1935	1933	1929
1. Confectionery industry, all products, total value.....	\$259,889,300	\$211,833,211	\$393,269,849
2. Confectionery (including salted nuts).....	247,049,481	205,189,171	375,132,530
3. Other products (not normally belonging to the industry).....	12,839,819	6,644,040	18,137,319
4. Confectionery (including salted nuts) made as secondary products in other industries.....	(²)	5,874,148	13,098,641
Confectionery, aggregate value (sum of 2 and 4).....	\$247,049,481	\$211,063,319	\$388,231,171
Chocolate:			
Total pounds	392,718,340	280,416,044	384,327,446
Total value	\$72,958,409	\$57,400,812	\$128,296,527
Fancy packages:			
Pounds	138,688,419	94,070,007	149,239,653
Value	\$38,859,419	\$30,828,876	\$73,561,478
Bulk:			
Pounds	188,534,010	138,990,822	171,121,309
Value	\$25,417,911	\$19,658,606	\$43,889,049
Count:			
Pounds	65,495,911	47,355,215	63,966,484
Value	\$8,681,079	\$6,913,330	\$10,846,000
Bars:			
Total pounds	395,935,824	396,391,190	454,300,560
Total value	\$56,098,564	\$51,507,142	\$85,714,271
Chocolate-covered:			
Pounds	336,668,575	337,971,855	367,771,566
Value	\$47,661,270	\$43,332,662	\$68,120,516
Other kinds:			
Pounds	59,267,240	58,419,335	86,528,994
Value	\$8,437,294	\$8,154,480	\$17,593,755
Hard candy:			
Pounds	226,161,618	205,170,187	227,797,706
Value	\$24,510,509	\$21,952,274	\$33,983,554
Caramels and chewing candy:			
Pounds	121,045,053	79,583,686	92,855,430
Value	\$12,138,716	\$9,344,501	\$15,128,700
Gum work:			
Pounds	96,617,112	75,527,458	96,521,861
Value	\$7,899,951	\$6,635,261	\$10,771,279
Pan work:			
Pounds	90,718,416	64,144,687	68,022,483
Value	\$9,333,769	\$6,348,043	\$9,369,288
Marshmallows:			
Pounds	59,106,200	45,930,158	53,753,880
Value	\$6,552,989	\$5,442,596	\$8,427,853
Lozenges:			
Pounds	24,978,220	21,541,701	29,264,670
Value	\$3,578,727	\$3,493,224	\$6,167,785
Fudge:			
Pounds	30,346,561
Value	\$2,847,500]		
Glacé, candied, and crystallized fruits and nuts, value.....	\$2,479,434[\$17,252,157	\$45,617,826
Candied popcorn, value.....	\$1,967,046[
Other confectionery (except salted nuts), value.....	\$17,058,581]		
Confectionery not reported by kind, value.....	\$16,546,446	\$20,694,511	\$25,151,608
Salted nuts, value.....	\$13,078,840	\$10,992,798	\$19,602,480

¹Revised; includes a small but indeterminable amount representing value of products other than confectionery, not reported separately.

²Not yet available; will be included in final report.

³Incomplete (see footnote 2). Corresponding total in final report will include data for confectionery made as a secondary product in other industries.

⁴Revised.

December Candy Sales Best in Six Years

THE December, 1936, sales volume of confectionery and competitive chocolate products was 17% over the same month in 1935. This was the best December since before the depression, according to the monthly report of the Department of Commerce. Reports of 264 manufacturers indicated that the fall season of August-December, 1936, was nearly 15% over 1935.

NATIONAL CHERRY WEEK will be celebrated February 15-22. It is sponsored by the National Red Cherry Association.

NATIONAL ICE CREAM WEEK is being planned for April 18-24. National advertising will be featured to support retailers in boosting sales.

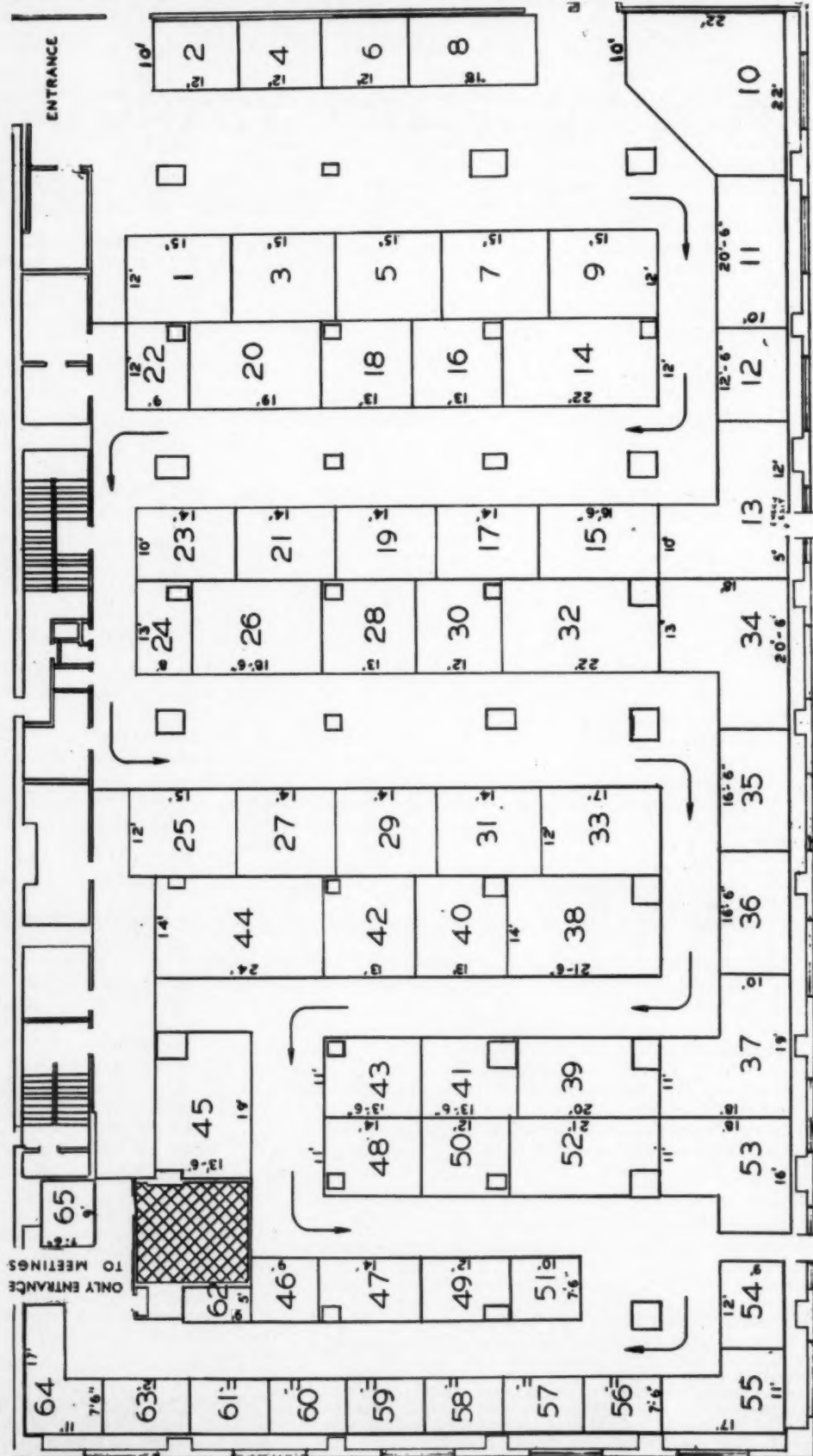
★ NCA CONVENTION MAY 24-28 CHICAGO

FLOOR PLAN 14th CONFECTIONERY INDUSTRIES EXPOSITION

A BOOM-TIME Exposition is anticipated when the 54th Annual Convention of the National Confectioners' Ass'n is held, May 24 to 28, at the Palmer House in Chicago. The floor plan has just been released by the Exposition Management, Roberts Everett & Associates, 232 Madison Ave.,

At the Palmer House
New York City. Exhibitors of machinery and supplies are now selecting booths. The floor plan is

designed so that visitors must pass every booth when going to and from convention sessions. J. Edward Rowe, of Ross & Rowe, Inc., New York, heads the Exposition Committee. Herbert G. Ziegler, of George Ziegler Co., Milwaukee, Wis., is general convention chairman.



INCREASED MATERIAL COSTS

Make Advanced Selling Prices Imperative

Table Shows 3-Year Comparative Prices of Candy Ingredients

As of February 1, 1937—1936—1935

HOW drastically raw material costs have increased during the past three years is revealed in the tabulations shown below, which include many of the important commodities used in the manufacture of confectionery.

Pursuant to the present intensified interest of the industry in the problem of advanced costs and the necessity of proportionate increases in selling prices of finished products, The MANUFACTURING CONFECTIONER made a study during the past month of the general prices of major commodities. A comparison was made of prices to the candy manufacturer as of February 1, for the three years of 1937, 1936, 1935.

Practically all commodities have staged a broad advance, many attaining the highest levels in several years. Despite the fact that it has been some time since cheap materials have been on the market, many manufacturers have failed to keep pace with the rising costs. With every indication pointing to the probability of continued high levels, it is obviously futile for candy firms to try "hanging on by the skin of their teeth." Adjustment to higher selling prices is the only solution.

Of course, a number of companies have raised their prices since the first of the year, these

applying mainly to bulk goods, penny and count merchandise.

As a large candy manufacturer pointed out, the difference in the increased cost of the major ingredients used in candy production compared to former prices amounts to a small fortune. The increase in cost of peanuts alone amounts to almost \$1,000 per car. The recent advance in cocoa futures has been one of the sensations of the general commodity boom. A study of other material prices is also amazing in many cases.

Besides the materials listed below, other commodities too numerous to mention have gone up proportionately. Butter and egg prices, for example, soared to a seven-year high mark last month. Wax paper has advanced about 20 to 25 per cent, and box board is up about 30 per cent over the 1935 level. Then there has been a general increase in labor costs of at least 10 per cent. Similarly, prices of manufacturing machinery and equipment have risen, due to increases in the price of steel, other materials, and higher labor costs.

The following table shows the quotations as of February 1 for the past three years on a representative list of commodities with comparative prices:

RAW MATERIAL PRICES

BASIC MATERIALS

Report as of February 1st.	1937	1936	1935
Sugar	\$ 5.00 Cwt.	\$ 4.65 Cwt.	\$ 4.45 Cwt.
Corn Syrup	3.04 Cwt.	2.24 Cwt.	2.07 Cwt.
Starch, Thin Boiling	4.05 Cwt.	3.29 Cwt.	3.14 Cwt.
Starch, Moulding	3.55 Cwt.	2.65 Cwt.	2.49 Cwt.
Cocoa Beans	10.50 Cwt.	5.50 Cwt.	5.15 Cwt.
Cocoa Butter	26.50 Cwt.	15.25 Cwt.	12.50 Cwt.

OIL FLAVORS

	1937	1936	1935
Anise Oil	\$.75 lb.	\$.41 lb.	\$.44 lb.
Oil of Cassia98 lb.	1.35 lb.	1.27 lb.
Oil of Lemon	4.25 lb.	1.40 lb.	1.00 lb.
Oil of Lime, Distilled	5.50 lb.	5.25 lb.	4.80 lb.
Oil of Lime, Expressed	10.00 lb.	10.00 lb.	9.55 lb.
Oil of Orange	3.90 lb.	1.75 lb.	1.90 lb.
Oil of Peppermint	2.75 lb.	2.00 lb.	3.20 lb.

NUT MEATS

	1937	1936	1935
Almonds—Small	\$.57½ lb.	\$.24½ lb.	\$.30 lb.
Medium57½ lb.	.25½ lb.	.28 lb.
Cashews20½ lb.	.17½ lb.	.15 lb.
Filberts36 lb.	.28¼ lb.	.33 lb.
Spanish Peanuts07¼ lb.	.05 lb.	.08-¼ lb.
Pecans45 lb.	.29 lb.	.51 lb.
Walnuts36 lb.	.34 lb.	.34 lb.
Black Walnuts34 lb.	.34 lb.	.35 lb.

COCONUT PRODUCTS

	1937	1936	1935
Coconut, Macaroon	\$.08¾ lb.	\$.07½ lb.	\$.08½ lb.
Coconut Oil—9215¼ lb.	.09-¾ lb.	.09-¾ lb.
Coconut Oil—11015¼ lb.	.10 lb.	.09-¾ lb.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH

Salted Nuts and Chewy Candies

Code 2A 37

Salted Peanuts—2 oz.—5c—Also
3 for 10c

(Purchased in a drug store, Chicago, Ill.)

Jumbo Peanuts—Packed in plain cellulose bag, metal printed clip on top.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: This is a good eating salted peanut. Very few splits. Suggest a printed bag be used.

Code 2B 37

Milk Chocolate Almond Nougat—
2 oz.—5c

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Printed foil.

Coating: Good for a 5c bar.

Center—

Texture: Good.

Taste: Good.

Remarks: Bar is well made and neatly wrapped.

Code 2C 37

Salted Peanuts—1 lb.—15c

(Purchased at chain candy store, Chicago Ill.)

Spanish Peanuts. Sold in bulk.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: This is a good eating salted peanut and cheaply priced at 15c the pound.

Code 2D 37

Salted Peanuts—2 oz.—5c—Also
3 for 10c

(Purchased at a railroad station, Chicago, Ill.)

Small Jumbo Peanuts—Packed in printed bag.

Roast: Good.

Texture: Good

Salting: Good.

Taste: Good.

Remarks: A good eating salted peanut but slightly high priced at 2 ozs. for 5c.

Code 2E 37

Molasses Kisses—25/8 oz.—10c

(Purchased in a candy store, Boston, Mass.)

Appearance of Package: Good.

Size: Good.

Box: Folding, yellow printed in red and black. Moisture proof cellulose wrapper. Each piece wrapped in printed yellow wax paper. 16 pieces.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating molasses kiss, well made and neatly packed. A decided improvement in these kisses since the last time the Clinic examined them, about a year ago.

Code 2F 37

Assorted Jujubes—1 oz.—5c—Also
3 for 10c

(Purchased in a railroad station, Chicago, Ill.)

Appearance of Package: Good.

Box: White folding, printed in red and blue, cellulose wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is one of the best jujubes on the market. Well made and neatly packed.

Code 2G 37

Black Gums—2 oz.—5c—Also
3 for 10c

(Purchased in a railroad station, Chicago, Ill.)

Appearance of Package: Good.

Box: Folding, printed in green and black with cellulose wrapper.

Texture: Good.

Taste: Good.

Remarks: The Clinic has examined this piece a number of times and each time the piece is the same. For a piece of this kind, it is well made and is always the same.

Code 2H 37

Chocolate Coated Nougat—1 1/4 oz.—5c

(Purchased in chain cigar store, N. Y. C.)

Appearance of Package: Good. 5 pieces on a tray, printed cellulose wrapper.

GET MORE *Bulk* BUSINESS

The way to do it is to give better quality at the same price...with Exchange Citrus Pectin Pieces!

MORE quality at the same price! That's the world's best sales argument in getting more bulk business. And that is what you can offer when you use the perfected jellifying ingredient: Exchange Citrus Pectin for Confectioners.

Pieces made this way are clear, sparkling, tender, and fresh-keeping. You can make them as tart as you wish!

No drying room is needed. Exchange Citrus Pectin causes the pieces to set soon after they are cast. It lets you get a day's run of goods out in a day—ready for packing!

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ONTARIO, CALIFORNIA

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FOR
CONFECTIONERS**

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Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company _____

Street _____

City _____

Mark for attention of _____

Copyright, 1936
California Fruit Growers Exchange, Products Dept.

Size: Good.
Coating: Dark. Good.
Center—
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good eating nougat neatly put up.

Code 2I 37

Peanut Chew Bar— $2\frac{3}{4}$ oz.—5c
(Purchased in a chain cigar store, N. Y. C.)
Appearance of Package: Good. Printed glassine wrapper.
Size: Good.
Coating: Dark. Good for a 5c bar.
Center—
Texture: Good.
Taste: Good.
Remarks: One of the best bars of its kind on the market. Wrapper is attractive.

Code 2J 37

Rum and Butter Toffee—1 lb.—65c
(Purchased in a candy store, N. Y. C.)
Appearance of Package: Fair. See Remarks.
Box: Folding, printed in orange, blue and black. Red printed wax paper.
Color: Good.
Texture: Too hard.
Flavor: Good.
Remarks: Box is very cheap looking for a 60c number. Should have a cellulose wrapper. Toffee had a good flavor but was too hard for a good eating toffee. At the price of 60c a better box could be used.

Code 2K 37

Crunch Toffee Bar— $1\frac{3}{10}$ oz.—5c
(Purchased in a drug store, N. Y. C.)
Appearance of Bar: Good.
Size: Good. Printed glassine wrapper, silver foil in center.
Two pieces of crunch dipped in chocolate and rolled in fine white coconut.
Coating: Light. Good.
Texture: Good.
Taste: Good.
Remarks: One of the best crunch bars examined by the Clinic for some time. Most crunch bars are anything but crunch bars.

Code 2L 37

Butter Scotch— $1\frac{1}{2}$ oz.—5c
(Purchased in a drug store, N. Y. C.)
Appearance of Package: Good.
Size: Good. Printed folding box. 10 pieces wrapped in printed wax paper.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: The best butter scotch package of its kind that the Clinic has examined this year. Well made and a good butter scotch taste.

Code 2M 37

Assorted Salted Nuts—2 oz.—10c
(Purchased in a chain drug store, N. Y. C.)

Appearance of Package: Fair. See remarks. Plain cellulose bag, printed metal clip.
Assortment: 1 Brazil, 2 filberts, 3 pecans, 1 almond and the balance was cashews.
Roast: Good.
Texture: Good.
Salting: Good.
Taste: Good.
Remarks: Good eating salted nuts, but a very poor assortment for salted nuts.

Code 2N 37

Chocolate Coated Sponge Chips— $1\frac{1}{2}$ oz.—5c
(Purchased in a drug store, N. Y. C.)
Appearance of Package: Good.
Size: Good.
Four pieces on a tray, printed cellulose wrapper.
Coating: Dark. Good.
Center—
Texture: Good.
Taste: Good.
Remarks: A very good eating molasses sponge chip. Well made, one of the best that the Clinic has examined this year.

Code 2O 37

Peanut Butter Kisses—6 oz.—10c
(Purchased in a chain drug store, N. Y. C.)
Sold in bulk—Chocolate chewy kiss, peanut center.
Color: Good.
Texture: Too hard.
Taste: Rancid.
Remarks: This piece is not good eating; entirely too tough and hard. Contained hardly any peanut center and was rancid. Piece needs checking up as it is not up to standard.

Code 2P 37

Assorted Chocolates—1 lb.—70c
(Purchased in a chain candy store, Chicago, Ill.)
Sold in bulk.
Coatings: Dark and light.
Colors: Good.
Gloss: Fair.
Strings: Fair.
Taste: Fair.
Centers of Light Coated Pieces—
Marshmallow Jelly: Fair.
Date: Good.
Dark Coated Centers—
Nougat: Fair.
Chocolate Fudge: Fair.
Molasses Coconut: Fair.
Remarks: Candy is not up to the 70c standard. Better candy can be purchased at 50c the pound.

Code 2Q 37

Caramel Roll—2 oz.—5c—Also 3 for 10c
(Purchased in railroad depot, Chicago, Ill.)
Appearance of Roll: Good.
Size: Good. Embossed foil wrapper, printed brown band in center of roll.

Texture: Good.
Taste: Good.
Remarks: This piece has been improved. A good eating semi-caramel. Neatly put up and of good size for a 5c number.

Code 2R 37

Honey Almond Chew Bar—2 oz.—5c—Also 3 for 10c
(Purchased in a railroad station, Chicago, Ill.)
Appearance of Bar: Good.
Size: Good.
Wrapper: Printed glassine, inside wax wrapper.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: One of the best bars of its kind on the market, well made and good eating.

Code 2S 37

Assorted Salted Nuts— $\frac{1}{2}$ lb.—65c
(Purchased in candy store, San Francisco, Calif.)
Box: White embossed in gold, tied with grass ribbon.
Appearance of Box on Opening: Good.
Contents: Almonds, cashews, pecans, filberts.
Roast: Good.
Texture: Good.
Salting: See Remarks.
Taste: Good.
Pieces: Very few.
Quality and Size: Very good.
Remarks: One of the best assortment of salted nuts that the Clinic has examined this year. About equal parts of each nut. Suggest a little more salt be used on nuts; also suggest that all filberts be blanched.

Code 2T 37

Assorted Chews—1 lb.—60c
(Purchased at Candy Shop, San Francisco, Calif.)
Appearance of Package: Fair. See remarks.
Box: One layer, extension bottom, white printed in gold and black.
Appearance of Box on Opening: Good.
Number of Pieces: 7 chocolates, 18 chews wrapped in wax paper.
Coatings: Good for this priced candy.
Light Coated Centers: Nut nougat. Good.
Dark Coated Centers: Nut Nougat. Good.
Chews—
Molasses Peppermint: Good.
Fig Center: Good.
Coconut Center: Good.
Vanilla Layer Caramel Nougat Center: Good.
Assortment: Too small.
Remarks: This is the best box of chews that the Clinic has examined this year. Suggest assortment be a trifle larger, and that the box be wrapped in cellulose. Cheaply priced at 60c the pound.

Eliminate Your

SANDING PROBLEMS

B-P AUTOMATIC SUGAR SANDER



Improves both the quality and appearance of gums, jellies, etc.

Sugar . . uniformly applied over whole area of each piece protects it from atmosphere and improves quality.

Patented device at steaming conveyor discharge definitely separates pieces before sanding.

Sanding applied to each individual piece before it reaches second sugar covering in rotating drum.

Spiral . . in drum gently rolls pieces in second sugar bath to make certain that each piece is thoroughly covered.

Corrosion resistant parts give absolute control over product contamination.

General Offices and Factory, Saginaw, Michigan
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BAKER PERKINS

EXCLUSIVE AGENTS AND BUILDERS "HANSELLA" CONFECTIONERY EQUIPMENT

Code 2U 37

Pecan Roll—1 $\frac{3}{8}$ oz.—5c—Also
3 for 10c

(Purchased at a railroad station, Chicago, Ill.)

Appearance of Bar: Good.
Size: Good.

Amber cellulose wrapper, printed gold band inside. Piece is made of a vanilla fudge, center covered with caramel and rolled in pecan pieces.

Texture: Good.
Taste: Fair.

Remarks: A good looking bar and well made. Pecans had an old taste. The profit in this bar for the manufacturer is very small, if any.

Code 2V 37

Coconut and Fruit Paste—2 oz.—5c
(Purchased in a cigar store, Boston, Mass.)

Appearance of Bar: Good.
Size: Good. Printed wax paper wrapper.
Light Coating: Good for a 5c bar.
Center: Vanilla coconut paste and raisins.
Texture: Good.
Taste: Good.

Remarks: This bar is well made and good eating. The wrapper is a close copy of the Juicy Fruit Gum wrapper.

Code 2Y 37

Pop Corn Brittle—1 lb.—29c
(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Box: White, folding, printed in blue. Moisture-proof cellulose window in cover. Printed M. S. T. cellulose wrapper.
Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is an exceptionally fine pop corn brittle. Well made, fine

flavor, neatly packed and box is attractive. Cheaply priced at 29c the pound.

Code 2X 37

Assorted Salted Nuts—1 lb.—39c
(Purchased at candy store, Chicago, Ill.) Sold in bulk.

Contents: Almonds, pecans, Brazils, and jumbo peanuts.
Roast: Good.
Texture: Good.
Salting: Good.

Remarks: These salted nuts are cheaply priced; good quality. Assortment contained about 75 per cent peanuts.

Food Conventions Draw 12,000 to Chicago in January

THE annual series of conventions of the food industries drew approximately 12,000 manufacturers, wholesalers, merchants, and buyers to Chicago during the week of January 25. Among them were many confectioners.

Among the groups that held national conventions in the various hotels were the following: The National Food Brokers' Assn., the Cannery Machinery and Supplies Assn., the Associated Grocery Manufacturers of America, the National American Wholesale Grocers' Assn., the National Retailer Owned Grocers, and the Independent Grocers' Alliance.

A number of candy manufacturers had exhibits in the hotels, and some reported the biggest Easter business booked in history.

Among the confectionery firms exhibiting and their personnel in attendance were the following: E. H. Edwards Co., showing their new line of Chef Brand marshmallows in Cellophane bags, and their Chef Four-Most packages. Edwards also had their Easter items on display, including chocolate covered marshmallow eggs, rabbits and other specialties. Irwin J. Hesley, sales manager, was in charge. E. H. Edwards, president, and other staff members were also on hand.

A display of outstanding numbers in the jelly and specialty lines was that of Zion Candy Industry. The new Zion Nifty Pax line which includes a wide

selection of candies in open faced packages with a striking floor display was featured. In attendance were G. C. Leach, general manager of Zion Candy and Baking Industries; Charles Marshall, manager of the Candy Industry; L. W. Bishop, sales manager; and William Schwager, assistant sales manager.

R. F. T. Gundlach, vice president of Terry Candy Co., Orange, N. J., was in the city with samples of Terry's Mints, upon which the firm specializes.

Diament, Inc., Chicago, displayed its sugar wafer line and caramel sticks featured through the grocery trade. A. B. Chaffee, sales manager, and W. D. Boyles, field sales manager, were in charge.

The Shotwell Mfg. Co., Chicago, displayed its line of marshmallows at the Palmer House, and a very successful week was reported. Paul Sweazea, general sales manager, was in charge, aided by Willis J. Simms, assistant. F. S. Tolle, vice president and general manager, and A. A. Shotwell, Jr., spent some time on hand.

Other firms exhibiting during the week included E. J. Brach & Sons, and Curtiss Candy Co., Chicago, at the I.G.A. convention. Ambrosia Chocolate Co., Milwaukee, Wis., also displayed at the Palmer House.

Baur's Chocolates Granted "Russian Mints" Protection

THE Federal Court of St. Paul, Minn., granted the following injunction to Bauer's Chocolates, of Lincoln, Nebraska, against Qualley, Inc., of St. Paul, protecting Bauer's in the use of their trade name, "Russian Mints":

"It Is Hereby Ordered, Adjudged and Decreed

"That the defendants, its officers, workmen, and agents be and they hereby are perpetually restrained and enjoined from using the name 'Russian Mints'; from applying to goods sold or manufactured or purchased by it for the purpose of resale, the words 'Russian Mints'; from using the words 'Russian Mints' on any circulars or other advertising matter used by the defendant to advertise its products; from selling or distributing or exposing for sale any confection or product under the name of 'Russian Mints.' A writ of injunction may issue, if necessary, to enforce this decree.

"No costs are allowed to either party."

Fine Taste
BRINGS BACK THE CUSTOMER

CREAM
Ferbo
BUTTER FLAVOR

5¢ PER GALLON JAR
F.O.B. ANY POINT IN U.S.A.

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High Quality Never Fails

Boost Your Sales

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Special Boards, Cards and
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Write for our Catalog of
Money-Making Boards,
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Largest Board and Card House in the World

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CHICAGO, U. S. A.



Hard Candy Flavors

Price and appearance influence the first sale — but repeat sales depend on flavor. Children as well as grown-ups like strong, clear flavors that leave a pleasant after taste.

Kallistaroms were planned for the confectionery chemist. Specially designed to withstand great heat, they answer most perfectly the demand for concentrated aromas of true fruit type at an economical price.

All the popular flavors as well as many others.

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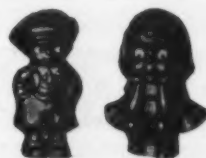
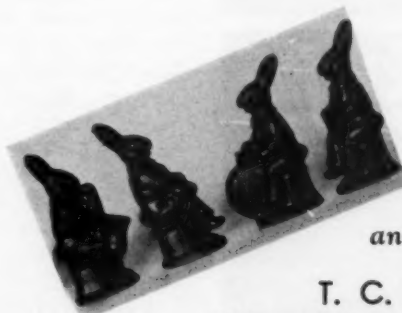
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GUMS AND HARD CANDIES

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GREENSBORO	ATLANTA	CHATTANOOGA
HORTLAND, ORE.		TORONTO

BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



SUMMER COATINGS

(Continued from page 27)

Method: Place in a mixer the caramelized sugar, XXXX sugar, salt, Vanillin and enough of the hard butter to make a paste. Place paste in a hot room or continue working in mixer to remove excess moisture. Then refine. After refining, place in a mixing kettle, add the remainder of the hard butter and lecithin; the lecithin having been previously dissolved in a small portion of the hard butter. Satisfactory viscosity can be obtained by adjusting the formula for your particular need by either the elimination or addition of hard butter. The Vanillin and salt may be altered to suit individual requirements, but a restricted amount of Vanillin is recommended to let the full milk flavor come through, whereas a fairly large quantity of salt is recommended for a more pronounced butter flavor.

Note: *Caramelized Milk Sugar—*

28 lbs. Plastic Milk

40 lbs. sugar

7 lbs. sweet cow's butter.

Method: Place the above in a mixer and mix thoroughly before applying heat. Then add 5 quarts of water, and after it is thoroughly distributed through the mix, cook on an open fire to 265° F. Shut off fire and continue to stir until batch grains. This batch will grain in large chunks, and, if desired, can be readily broken down by running in a melangeur for a few moments.

ICED COATING

This past season I noticed on the market cream drops coated in an iced coating. These were "going over big" down South, and I know of several manufacturers who kept one or two enrobers busy all summer on this particular piece. The formula for an iced coating of this type is as follows

140 lbs. granulated sugar

35 lbs. water

16 lbs. corn syrup

1 lb. Jap gelatine

32 lbs. water

25 lbs. 90° hard butter

150 lbs. powdered sugar

2 ozs. lecithin

Color and flavor to suit

Method: First soak, dissolve and strain the Jap gelatine in the 32 lbs. of water. Then place the granulated sugar, corn syrup and 35 lbs. of water in a steam jacketed kettle and make a syrup by bringing this to a boil. In the meantime, melt the hard butter and dissolve the lecithin in it. Then place the hot Jap gelatine solution, the syrup batch and the dissolved hard butter in a beater and beat until well mixed. Cool to 140° F. and slowly add powdered sugar so as to avoid lumps, continuing to beat until all of the sugar has been added and thoroughly mixed. Add flavor and color, and it is ready for use. This icing can be used in the enrober, but it *must* be kept above 125° F. at all times.

Any one of these coatings will produce an attractive and palatable summer covering and can be varied so that you can secure something individual and

outstanding for your particular use. While I do not believe that summer coatings will ever be as acceptable to the consumer as chocolate coatings, I do feel very definitely that they have a place in our general production scheme. This is particularly true through the sections of the country that find it impossible successfully to merchandise chocolate covered candy during the summer months. If manufacturers will follow the above suggestions and produce quality summer coatings, I feel sure they will be agreeably surprised with the reception accorded them.

CANDY TRENDS

In America and Europe

(Continued from page 20)

Some relatively small European firms, whose capital might amount to \$50,000, have other somewhat similar types of machines, the cost of which, alone without moulds, is about \$20,000. Each set of moulds for this machine cost about \$5,000. One advantage of the rather high-priced machine is, of course, that not every "Tom, Dick and Harry" can go into business nor can they steal the other fellow's thunder. Again, if a mistake is made in the choice of moulds it means an irrevocable loss. I do predict, however, that in the next fifteen years we shall see a good deal of this type of chocolates manufactured in the United States.

Merchandising Psychology in Different Countries

The metaphysical definition of merchandising is "the proper presentation of right ideas." It is of great interest to observe the method of approach to eye and taste appeal which the different nations employ in achieving their consumer acceptance. Among the *flavors*, vanilla still seems to be the favorite, with chocolate second, and licorice third.

Some of the European plants devote about half of their entire production capacity to the manufacture of jujubes, which I have mentioned in previous paragraphs. Considerable of these are licorice jujubes put out in all manner of forms and packages from small tin containers to elaborate wooden boxes.

The chocolates, which they call "Pralines," are made up in all sorts of forms and it baffles the imagination to observe the infinite care which is given these various types of candies.

The *largest retail line* of candies, with the greatest variation, which I observed was in the Lyons stores in London; the *finest window display*, by a Royal Purveyor to His Majesty the King of Belgium, was in Brussels; the *most interesting solid moulded chocolates*, as well as cocoas, in Holland; the greatest imprint of *foreign candies and methods of candy merchandising*, in Denmark. Denmark is the best purchaser of English candies, because England is the best customer Denmark has for its dairy products.

Germany has as her candy machinery customers all of the nations north of the Rhine, and they have been wise enough to develop a wonderful candy machinery business in these various countries, so that I would

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A standard bearer of quality to the Candy Industry. Diligent research and years of practical experience with an ear to the ground for future trends, has made the house of Kohnstamm the goal of those seeking quality, dependability, and service. In line with past accomplishments we are proud to add three new members to our distinguished family of fine flavors:

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RUM & BUTTER
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and you incorporate the necessary quality control in every batch to insure appealing appearance and satisfactory eating qualities in the finished piece.

Let us help you in developing your formulas for the new pieces you plan for 1937. Write us.

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say that technically Germany heads the list in Europe from a *combined quantity and quality* point of view.

England, however, leads all the rest of the European countries *quantitatively*, with Germany second. From a *quality* standpoint, I feel that Sweden and Norway lead the rest. This is true not only in the wide variety of exquisite candies which these countries produce but also in their high development of merchandising ideas.

All these good people have reached a stage in development where they are now looking beyond their own boundaries. In other words, they have the conception that with every foreign tongue there is a new world to be conquered. The same thing applies to us. Therefore, had we not best look about us?

Merchandising Trends in America

To one of the large syndicate chains in America the credit is due for reviving and developing a method of sales appeal second to none; namely, *that of completing before the consumer's eyes certain candies*. There is no appeal like this one. In this large variety store chain—and in those stores which carry out a similar type of merchandising—they set aside small spaces in the stores or do the same work in the display windows. Witness, for instance, the many stores which feature the hand decoration of Easter eggs before the public at Easter time.

The general sampling of candies is an American idea. Many manufacturers that have done very little sampling in recent years are returning to this method of increasing sales.

The development of the *specialty nut shops*, and their candies made with nuts, would indicate a trend which should not be overlooked.

Personally, I think that we are just a stone's throw from having candies considered and treated as a *desert* to be enjoyed following a dinner. Here is a big field for the confectioners to develop.

In America, particularly from a tonnage point of view, chocolates are sold in very much larger quantities than almost any other candies. What a big field there will be for the manufacturer who comes out with types of candies which will be palatable and inviting in extremely *warm weather*. During the summer months, these other types might supplant the chocolates to some extent, if they are sufficiently inviting. I believe, for example, that there is a big field for development in creating *summer hard candies*, new and *different types of coatings* which are other than chocolate, and *new types of jelly candies*.

In the future, the man with ideas and individuality is going to have a better field than ever in which to display and work out his ingeniousness. All signs point in this direction as the only salvation of the "little fellow."

There always has been and always will be a market for a new and a better idea. America has been a land of "milk and honey" in the past, and there are just as many unexplored fields for the future. Let us but keep our eyes and ears open and hew to the line. Not forgetting, however, that quality should be the cornerstone of the foundation on which we attempt to build.

CONFECTIONERS' BRIEFS

The Yankee Doodle Gum Co., Chicago, had one of the bright spots among exhibitors at the recent Vending Machine Show at the Hotel Sherman, Chicago. Its Regina Ball Gum, tablet, and packaged stick gum and candy coated confections were displayed.

Paul F. Beich Co., Bloomington, Ill., has appointed N. W. Ayer & Son, Inc., as its advertising counsel.

Albert's Hot Fudges, Inc., has been formed in Milwaukee to deal in soda fountain supplies. The firm is headed by Frank M. Albert.

Herbert Tenzer announces the formation of the partnership of Tenzer, Greenblatt, Fallon & Kaplan to engage in the general practice of law at 2 Lafayette St., New York City.

Modern Candy Shop has opened at 1919 N. Third St., Milwaukee, Wis., to manufacture and retail confectionery.

Sam Cassel Co., one of Chicago's largest jobbers of tobacco and candy, has moved from South Halsted St. to 835 W. Randolph St.

Wage earners now protected by 36 State Unemployment Compensation Laws total 17,943,000. Thirteen states have not enacted unemployment compensation laws—Arkansas, Delaware, Florida, Georgia, Illinois, Kansas, Missouri, Montana, Nebraska, Nevada, North Dakota, Washington and Wyoming.

Christopher Confectionery Co. was recently incorporated to wholesale confections in Madison, Maine. It has an authorized capital of \$30,000. Amedo Christopher is president and treasurer.

E. J. Brach & Sons, Chicago, have recently set up a Personnel Department with offices on the first floor of their factory. William Viles is Personnel Manager.

DeMet's, Chicago, have moved part of their candy production department from the adjoining building which is being torn down. DeMet's had expanded their production facilities in order to meet their increased requirements.

Frank Petrovic has left Chase Candy Co., St. Joseph, Mo., where he was in charge of the chocolate department.

Neilsen Ice Cream Co., Port Chester, N. Y., has started to manufacture candy in addition to ice cream.

William C. Hildebrand is handling sales of the Wholesale Department of Reymier & Brothers, Pittsburgh, succeeding the late H. N. Matchneer in this capacity, according to F. L. Arensberg, president.

Nearly one million dollars is being paid to Alberta Canda sugar beet growers this year. Two refineries are now operating in the province.

Famo Products Co., Los Angeles, Expands

THE Famo Products Co., of Los Angeles, Cal., has recently added considerable new equipment to make its plant one of the most modern in the West. The company, established in 1919, now has a floor space of 25,000 square feet and will turn out practically all types of candy. The new equipment includes an automatic mogul, continuous cream cookers, several large steam jacket cooking kettles, and a 24-inch coater complete with cold tunnel, etc.

New York Jobbers' Banquet February 20

THE Confectionery and Tobacco Jobbers' Association of New York City will hold its annual banquet Saturday night, February 20, at the Hotel Pennsylvania.

At recent meetings of the association action was taken upon a number of the jobbing problems. The increase in prices announced by manufacturers was discussed. Among the steps taken was adoption of a policy that effective January 11 no discount will be allowed on invoices.



★ AMONG the many qualities which distinguish Hooton's Chocolate Coatings, one of the most outstanding is their smoothness. Confectioners tell us they have never used coatings as smooth and that this quality contributes much toward greater consumer satisfaction. If you have yet to sample Hooton's Chocolate Coatings, we suggest that you write on your firm letterhead today asking for samples. The minute you taste them you are due for a big surprise . . . for here are quality chocolate coatings that will impress you with their flavor, please you with their color, and win you with their smoothness.

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CHOCOLATE CO.
NEWARK, NEW JERSEY

TECHNICAL LITERATURE DIGEST

OF INTEREST TO THE CONFECTIONERY INDUSTRY

Effect of Ultraviolet Rays on Sucrose and Glucose Solutions



Sándor Szalay. *Magyar Biol. Kutató Intézet. Munkái* 8, 417-19.

THE irradiation of candies by ultraviolet light has been suggested, the thought being to act upon the ergosterol content of contained fats, dairy products, etc., to produce vitamin "D" within the candy. The effects which such treatments would simultaneously produce upon the sugar contents of the candies are of interest in this connection. . . . Pure sucrose, one investigation has been found, is not affected at all. Since the acidity and the reducing effect of the ordinary sugar solution are both increased by this treatment, however, it is suggested that traces of glucose present (dextrose) act as catalysts by forming glucuronic acid.

Ultraviolet-Irradiated Carbohydrates And Bacterial Growth

John C. Baumgartner *J. Bact.* 32, 75-7 (1936).

FROM another quarter comes the report that both sucrose and agar gels, and apparently carbohydrates in general, acquire a property under ultraviolet irradiation, which is even more interesting and significant. If the irradiated agar gel or sugar solution be included in a bacterial culture media the growth of bacterial organisms is inhibited. In an effort to explain this phenomenon analyses have been made of the acid formed by irradiation. Approximately half of this acid is formic acid, which possesses high preservative and disinfectant properties. When this acid is neutralized, the culture media promptly regains its ability to support the bacteria.

Report on Analysis of Maple Products

J. F. Snell, *J. Assoc. Official Agr. Chem.* 19, 396-9 (1936).

AN investigation is under way on maple concentrates and imitations of maple flavor. It was thought that the adulteration of maple products with refinery products from sugar cane might be detected by microscopic examination of the centrifugal sediments of solutions, but the method has not worked out satisfactorily. . . . Let the good work go on.

Poisoning Caused by Tropical Fruits

Jean Schlunk de Goldfiem. *Presse Méd.* 43, 1419.

TROPICAL fruits are occasionally a source of mysterious poisonings. Coconuts, it is reported, sometimes become infected by *Bacterium cocovenenans*. In the presence of fat this organism produces a poison that attacks especially the nervous system, and

causes gastro-intestinal disturbance with general bodily uneasiness. . . . Whether the infection survives the dehydration process in the making of desiccated coconut, or refers only to the fresh fruit is not clear. Hazard No. 3,456,807 for the confectioner.

Methods for Detecting and Estimating Numbers of Thermophilic Bacteria in Sugar

E. J. Cameron. *J. Assoc. Official Agri. Chem.* 19, 438-40 (1936).

THE heat-resisting bacterial which the world was assured did not exist on refined sugars . . . and which were tracked to their lair about five years ago by the National Canners' Association Research Laboratory at Washington, have now been catalogued by the Associate with appropriate methods for their detection. The sugar organisms include the so-called flat sour spores (*Bacillus sphaerothermophilus*), thermophilic anaerobes producing hydrogen sulfide—rotten eggs to you! (*Clostridium nigrificans*), and the thermophilic anaerobes which do not produce hydrogen sulfide (*Cl. thermosaccharolyticum*) . . . Page Mr. Ripley.

Malt as a Food Ingredient



Jordan Maclean. *Food Ind.* 8, 396-7, 433 (1936).

BARED at last is the secret of how malt syrup gets that way. . . . Malt is a sweet syrup averaging 80 per cent solids, of which 72 per cent are carbohydrates, 6 per cent proteins, and 2 per cent mineral salts and acids. Higher dextrans, malto-dextrans and maltose are the principal carbohydrates. Vitamin B and G are present, also liquefying, diastatic and proteolytic enzymes. . . . The kitchen sink has not been identified—that is, not yet. . . . Age causes a gradual loss of flavor, color, and enzymic activity. The most delicate flavors are obtained by the direct drying of the converted barley malt without previous evaporation. The strongest flavors are obtained by drying the concentrated syrup to a powder. One per cent of the powder gives a distinct malt taste. Because of their great hygroscopicity, these malt powders are dried on inert absorbents.

Brix Factors for Solutions of Corn Syrup and Corn Sugar

W. R. Fetzer and J. W. Evans. *Ind. Eng. Chem.* 28, 885-8 (1936).

USERS of corn syrup and corn sugar will find valuable data presented in this article for converting Brix readings into corn syrup and corn sugar dry substance. The table covers a range of 10-70° Brix for all of the commercial hydrolytic products of corn starch.

Change of the Stomach Acidity Under Various Stimuli

Lajos Varga. *Orvosi Hetilap*. 80, 702-6 (1936).

SPICED candies apparently perform a use function in systems of low acidity or where the digestive secretions are sluggish, but should be avoided by persons afflicted with hyperacidity. . . . The excessively acid stomach responds with high acid values to any stimulus. Even milk, while decreasing the free hydrochloric acid content of the stomach, greatly increases the total acidity. In the sluggish or acid-deficient system, however, spices not only offer no drawbacks from a dietary standpoint but are actually proposed as a desirable way to stimulate these secretions. . . . The slogan is, try our Spice Drops for a sluggish digestion.

Sugar-Bean Candies Enriched in Anti-Scorbutic Concentrates from Black Currant Juice

B. I. Yanovskaya. *Voprosui Pitaniya* 5, No. 3. 41-4 (1936).

SUGAR-BEAN candies are being made abroad enriched with antiscorbutic concentrates made from black-currant juice. In this form the vitamin C activity is retained over long periods.

Questionnaires Mailed for Annual 1936 Confectionery Survey

THE 10th Annual Survey of Confectionery and Competitive Chocolate Products is now being made by the Foodstuffs Division of the Department of Commerce. Acting Chief of the Division, C. E. Birgfeld, is urging manufacturers to give particular care this year to the proper execution and prompt forwarding of their individual sales and distribution figures.

Mr. Birgfeld points to the need of cooperation in view of the emphasis which will be placed on the subject of distribution at the coming N.C.A. convention in May. Manufacturers' individual reports are treated strictly confidentially.

Chicago Production Club Elects R. M. Rolleston

R. M. ROLLESTON, of General Candy Co., Chicago, was elected President of the Candy Production Club of Chicago at their annual election held in Chicago January 11. Mr. Rolleston, who was formerly secretary, succeeds Walter Kraft of Meinrath Brokerage Co., retiring president. Other officers elected are the following: George Olson, Corn Products Co., Vice President; John E. Clarke, Runkel Brothers, Treasurer; R. J. Savage, Burke Products Co., Secretary.

The Board of Directors is composed of the above officers and H. J. Thurber, broker; Geo. Goebel; Geo. A. Eddington, De Met's; Walter Kraft, and Howard Ihrig, Schutter Candy Co.

The club is now planning its annual winter party to be held on February 17. At the recent meeting Mr. Kraft was given a vote of thanks for conducting the club through its most successful year.

Schutter-Johnson Changes Name

EFFECTIVE January 25, the Schutter-Johnson Candy Corp., Chicago, changed its name to Schutter Candy Company. Robert Schutter is president, George Schutter is vice president in charge of production, and A. G. Nicolin is vice president in charge of sales.

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New No. 912
LEHMANN
5-Roller
High Production
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THE manufacturer who is equipped with Lehmann Refiners is safe in the assurance that he has the best that engineering skill and efficient workmanship can produce.

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NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Schimmel Releases 1936 Annual Scientific Report

THE 1936 edition of the annual Schimmel & Co. Report has just appeared and is as usual crammed with useful information. This is no light superficial volume for the layman, but rather a handbook of solid facts, encyclopedic in its usefulness.

The forepart of the report is devoted to the commercial notes and scientific reports concerning volatile oils, listed alphabetically and giving considerable practical information, including tests and treatments, methods of manufacture, state of the market, significant statistics, old and new sources of origin, and innumerable other matters of interest.

In another section there is an interesting discussion of four pharmacopoeial works, the Pharmacopoeia of the United States (U. S. P. XI), the British Pharmaceutical Codex, 1934, the National Formulary (N. F. VI), and the Hungarian Pharmacopoeia IVth edition. The latter is apparently a remarkable document judging by some of the provisions mentioned in the Schimmel Report.

The report contains the usual summaries of scientific publications and patent specifications, invaluable as a digest of the latest news published here and abroad on a variety of subjects important to the essential oil industry.

August Merckens Passes

AUGUST MERCKENS, President and General Manager of Merckens Chocolate Co., Inc., Buffalo, N. Y., died on Wednesday, January 27, following a brief illness, at the age of 73.

Mr. Merckens was born in Lamersdorf, Germany, 1864. After several years in the chocolate business with Gebrueder Stollwerck in Cologne, Mr. Merckens came to the United States in 1892 and connected himself with the American branch of this concern. Developing the business to a point where it became one of the largest manufacturers in the country, he resigned his position as Director General in 1920, after the concern was sold by the Alien Property Custodian.

In 1921 he founded the Merckens Chocolate Co., purchasing the plant of the Reed Chocolate Company in Buffalo. He served as a delegate to the International Congress of Chocolate Manufacturers in Antwerp, Belgium, in 1930.

An able pianist and having considerable talent in painting he also was of an inventive mind, having many patents to his credit. Surviving are his wife, daughter, and three sons, Theodore H., William E., and August, Jr.

Indexes of Employment for Past 10 Years

INDEXES of employment in the Confectionery Industry for the 10 years from 1926 to 1935, as reported by the Bureau of Labor Statistics, U. S. Department of Labor, are as follows:

1926—105.8; 1927—101.1; 1928—85.5; 1929—80.6; 1930—73.9; 1931—68.1; 1932—65.1; 1933—67.7; 1934—76.5; 1935—71.0.

The index for December, 1936, was 90.2, a slight drop below November—91.9.

Cocoa Price Breaks, Then Soars Frenzied Trade Marks Commodity Boom

SPECULATIVE activity in the cocoa market reached a new pitch of frenzy as February opened, which brought first a sharp break in prices and then an equally steep rebound, closing on February 2 at 10.18 cents a pound on cocoa for delivery next May.

Trading on the New York Cocoa Exchange was so heavy on February 2 that it was necessary to suspend all business before the noon hour to allow brokers to catch up on their transactions.

The market achieved the 13c level on January 14, for the first time since July, 1928.

New Chocolate Color Announced by Fritzsche

IN response to frequent requests for an oil-soluble vegetable color for imparting a chocolate color to coconut oil coatings, icings and fillings, Fritzsche Brothers, Inc., of New York, has just announced a new product to meet this demand. Identified as Vegetable Brown Food Color Oil Soluble No. 09123, the new color is expected to prove most useful in the production of bon-bon icings and biscuit sandwich fillings composed of coconut oil and powdered sugar. Its use in the prescribed amounts suggested by the manufacturer is said to produce a rich, chocolate brown color.

Sugar Processing Tax a Possibility

REPORTS from Washington to the effect that President Roosevelt may send a special message to Congress this session asking for the reimposition of a sugar processing tax of $\frac{1}{2}$ c or 1c per pound had a depressing effect on sugar values during the early part of February.

Bill Proposes 14c Duty on Cashew Nuts

A BILL (H.R. 4342) has been proposed by Congressman Boren to amend paragraph 761 of the Revenue Act of 1930 to increase the tax on cashew nuts, shelled or unshelled, from 2c per pound to 14c per pound.

Tax on Egg Products Proposed

NEW efforts to impose an excise tax on egg products are being made through bills proposed to Congress, although similar measures were forestalled last year. Among the bills proposed is one (H. R. 3144) proposed by Representative Lea to provide an excise tax on egg products, whether dried eggs, egg yolks, egg albumen or combinations thereof.

Imports of Tapioca Displace Much Corn

TAPIOCA coming into the United States from foreign countries is displacing the market for an amount of corn that would take 200,000 acres to produce, according to the Illinois Manufacturers' Association. Government figures for 1935 show imports of 226,910,000 pounds of starchy materials, chiefly tapioca. This was an increase of 25% over 1929.

Additional Convention Committees Named

APPOINTMENT of additional committee members for the N.C.A. Convention to be held in Chicago, May 24 to 28, has been announced by the association.

Herman L. Hoops, of Hawley & Hoops, New York, has been named chairman of the Resolutions Committee.

Associated with Ben Goodman, Nutrine Candy Co., Chicago, on the Dinner Dance Committee are the following: Ed. Woods of Pan Confection Factory, Chicago; Sam W. Hallstrom of Walter Johnson Candy Co., Chicago, and A. H. Levitas of Ambrosia Chocolate Co., Milwaukee, Wis.

President Tom Payne has also named George H. Williamson as chairman of the Golf Committee. Members of his committee are: A. G. Atwater, Wm. Wrigley, Jr., Co.; F. A. Bunte, Bunte Brothers; Chas. H. Grupe, Anheuser-Busch, Inc.; Theodore Stempfel, E. J. Brach & Sons, Chicago.

Rockwood Places Brooks in New York Sales on Death of Harry McClurg

JAMES BROOKS, plant superintendent for Rockwood & Co., Brooklyn, N. Y., has been appointed coating representative for the Metropolitan New York territory. Mr. Brooks has been connected with Rockwood & Co. for 32 years and brings to his new work a wealth of valuable experience.

Harry McClurg, well known and popular coating salesman for Rockwood, covering the metropolitan New York territory, died at his home January 14, after less than a week's illness. Mr. McClurg had been connected with Rockwood & Co. for 20 years. His father, the late James J. McClurg, was one of the best known candy men in the country.

Horace Hinds has been appointed as New England sales representative for coatings and bulk cocoa. He formerly was with the Daggett Chocolate Co. of Cambridge, Mass.

L. B. Esmond No Longer With Crystal

L. B. ESMOND, who has been in charge of the Chicago office of the Crystal Gelatine Co., of Peabody, Mass., has announced that he is no longer with the firm. Mr. Esmond has had 31 very active years in the gelatine field, during which time he was for 21 years general manager of the Essex Gelatine Co. until it was combined with the Crystal Gelatine Co. For the past six and one-half years he has been western manager for the latter company.

Mr. Esmond has long been a constructive factor in the gelatine industry. He was one of the men who incorporated the Dairy and Ice Cream Machinery Supplies Assn., serving as a director and chairman of the Exposition Committee. Mr. Esmond has not as yet announced what will be his new connection.

N.C.A. Offices Move to New Address

THE location of the National Confectioners Association headquarters will be changed on or about February 23. New headquarters will be established at the Railway Exchange Building, 80 E. Jackson Boulevard, Room 439, Chicago, Ill.

Samuel Opler, New York, is on a 4 weeks' trip to the West Coast. On his return he will stop at all jobbing centers. He reports that over a quarter of a million packages of the Dionne 25c Pop Package have been distributed to date.

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GLAZED COOLING TUNNEL BELTS

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MORE FLEXIBILITY
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cooking and rare old
vintages that make
it the favorite of
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are moderate.

CLARK STREET AT
JACKSON BLVD.

CHICAGO

Guide to Sanitation in MARSHMALLOW MANUFACTURE

(Continued from page 23)

The enrobing of marshmallows with chocolate, or the application of coconut or other nut meats, introduces no features peculiar to the marshmallow department.

Of all the operations in marshmallow manufacture, the most monotonous are those connected with sugar sanding and packing. Unlike packing assorted boxes, where the fatigue produced involves a mental element because of the necessity of selection, marshmallow packing introduces only physical fatigue combined with that illy-defined mal element of monotony.

This discussion of sanitation in marshmallow work does not contemplate the work environment in its bearing on sanitation. Quite obviously, temperature, humidity, lighting, seating, noises, dusts, odors, etc., all contribute to the well-being of the worker in an advantageous or disadvantageous manner, depending upon their deviation from the optimum in relation to work.

MR. TIACHIRO MORINAGA

(Continued from page 25)

charge of the small and somewhat inefficient chocolate department in the old factory in Tokyo. As I still hear from Mr. Ono, I have some idea of the tremendous and rapid progress that has been made since my departure under his capable management. He, too, has occasionally been sent abroad to study modern developments in the chocolate and candy industries in America and Europe, and this wise and far-seeing policy of the firm, sponsored by Mr. Morinaga, has reaped its own reward an hundred-fold.

In later year, when wandering in different parts of the world, I have often come across the Morinaga products, particularly in Java, where the most popular item was the twisted peppermint stick, and in India, where many of the Morinaga confections competed in price and quality against English and local productions. And everywhere it was said that the quality of Morinaga's goods was above reproach. The trade-mark of the Morinaga company, the presi-



In the Morinaga factory only Japanese help is employed.

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Guaranteed under
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**Easter Egg Centers
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Pure Raspberry

Pure Apricot

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Pure Lime

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OUR SPECIALTY
IS QUALITY

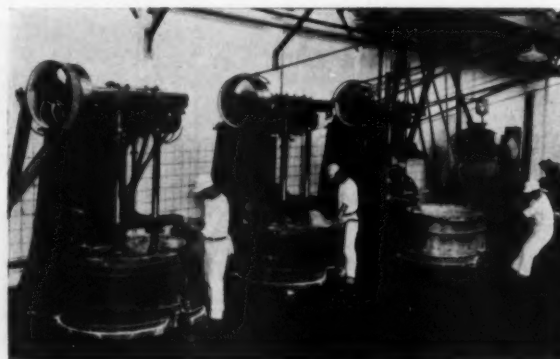


Registered Trade Mark

Above is a reproduction of the unique Morinaga trade mark, which the founder strove to have recognized as the symbol of the best. Morinaga products are widely distributed in the Far East.

dent's pride, which the founder strove to have recognized as the symbol of the best—and succeeded—is one of the most familiar to residents and travelers in the Far East.

I cannot leave this "Appreciation" of the memory of a man whom I regarded with such affection, and whose death must be a great loss to all who knew him, without mentioning the often difficult situations that arose and that Mr. Morinaga met with such tact and courtesy, situations bound to occur and to be awkward wherever a single foreigner is employed in a factory that otherwise hires only Japanese help. I have often wondered whether we, under similar circumstances in the West, are as considerate in our attitude towards the lone foreigner as Mr. Morinaga and his staff and the employees generally were to me during those years. I am afraid that the personal and fatherly touch that was so evident in the Morinaga factory twelve years ago, when Mr. Morinaga presided, will gradually disappear, even in patriarchal Japan, as it has already ceased to exist in the West due to the rise of the huge combinations of purely business interests that mark modern industry. I would like to think that, in deference to the founder and late president, the family feeling that dominated the Morinaga company will continue to be encouraged. But of this I am certain—Mr. Morinaga's many kindnesses to me were the reflections of the kindnesses that he himself received in his young and struggling years from his good American friends in Oakland.
—Robert Whymper, January 26, 1937.



Mixing dough for Morinaga biscuit production.

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETER PACKAGING AND MERCHANDISING METHODS

Rambling Among THE RETAIL CANDY SHOPS

★ With CONRAD SPOEHR

SOMEONE has said, "Could we but see ourselves as others see us, what a difference this would make in our affairs." I hope it may not be amiss for me to touch upon some of the vices and virtues which I have noticed in passing by and visiting the better candy shops during my travels throughout the United States and Europe. In the past three years, these journeys have taken me a distance of about 80,000 miles.

As there are so many points to be covered, I shall at this time touch only upon the candy shops in America. I shall also omit the tearooms, as there is much to be discussed on that subject.

First, as to the general appearance of stores, many proprietors and their sales people would profit if they would change places with the consumer by looking from the outside in. Quite a few stores will have carefully washed display windows, but apparently disregard the appearance of the sidewalk in front of the stores. In Philadelphia this is never overlooked.

Again, after an April shower the display windows become spotted and dirty. It is but a moment's operation to have the porter wipe these off with a dry cloth—and how much more sales appeal there is to potential customers if the display windows, "the eyes of the store," are clean and sparkling.

Display windows should have tightly fitting backs. Too often have I seen on Sunday the store cat sunning herself among the choice \$1 and \$1.50 per pound candies.

How often do the proprietors have to remind the person in charge not to forget the electric sign or bulk headlights when darkness comes. Dark dingy stores have no sales appeal.

Just a few years ago candy firms would advertise the fact that their employees had manicured fingernails and that they employed a hairdresser. Today, every self-respecting young woman's hands are in fine condition and her coiffure above reproach. However, I did notice that in one of the best candy stores in the Middle West, that one of the experienced sales ladies was walking about the store with her slip showing two inches below the dress. This same girl had on so much

rouge that I thought for a moment that she had a high fever.

In a number of shops I have observed that the girls seem to wear any kind of old dilapidated shoes. Have you ever noticed how meticulously the Schrafft girls are shod?

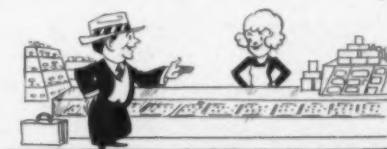
And this fingernail and lipstick business! They do say there is going to be some legislation to control these excesses. I have yet to find the man who admires that kind of beauty culture.

For my part, I like some kind of an inconspicuous uniform on the sales-ladies. Unless directed, they'll wear any color or style, streamlined or Victorian. When women are in charge they handle such conditions much better than men.

Shops Have Personality

But enough of these physical or material appointments, and let us consider the mental picture. The biggest lack, especially where there is more than one store, is supervision. In too many stores one is impressed by the fact that there is nobody in charge—nobody to give that intangible personality to the shop. But you will never find that condition in the Fisk shops in Cambridge and Boston. It's a pleasure to note how one is recognized with a friendly, ready-to-serve, but not-too-familiar attitude. Saunders of Detroit do a fine job in this respect.

The marvelous success of one of our good friends has undoubtedly gone to the heads of some of the sales-ladies—not the proprietor—for in several instances these young ladies have acted "snooty" when the customers found it necessary to change from a 2 lb. weekly box to a ½ lb. box. These sales people are in a rut; possibly they have not heard of the depression. "He





Serving Tray

Distinctive Re-Use Containers Create Extra Profits

Easter — Mother's Day

Realize greater sales volume—additional profits—by packaging your candy in distinctive re-use containers.

Plan your Easter and Mother's Day packages now—use West Bend items such as the aluminum salad bowl, serving tray or table bowl illustrated. They are alive with double sales appeal—sparkling beauty plus practical re-use value.

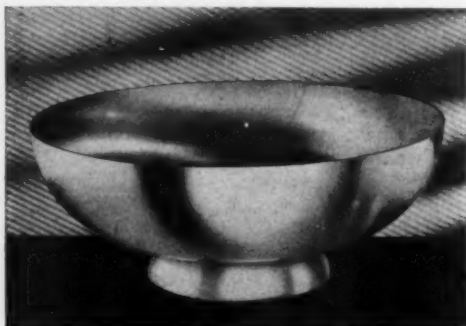


Table Bowl

Write for Bulletins and Prices!

West Bend manufactures many re-use containers that are within your price range for special packages—also, a complete line of dealer and jobber premiums. Send for bulletins and quantity prices!

WEST BEND ALUMINUM COMPANY

Dept. 852

West Bend, Wisconsin



who honors not the little thing is not worthy of the big one."

A piece of candy may make a lifelong customer. I wonder whether these young women have ever heard that with some people candy is a hobby. I am, at the moment, thinking of one lady whose husband had, at one time, been acquainted with most of the candy firms in the United States. Mrs. G. is an old friend of our family and I paid her a visit when in California last spring. I started to talk about the candy business, and she showed me sweetmeats and candies from all over the country—and she knows quality.

When a customer enters a store, salesladies should immediately drop all small talk, arguments, etc. I wish we might have a bit more of English culture in our country, and a bit more of the niceties of Sweden.

Space does not permit of more detail at this time.

I have been wondering how many of our friends would be interested in getting the "low-down" on firms that would come under the classifications of the following headings:

1, Best sales ladies; 2, Poorest sales ladies; 3, Best trained sales ladies; 4, Most extensive line of novelties; 5, Candy novelties with most sales appeal; 6, Most unusual retail hard candies; 7, Unusual chocolates; 8, Old-time favorites; 9, Outstanding packaged candies; 10, Most appealing window displays; 11, Unusual values; 12, Friendly stores with compelling sales appeal.

Editor's Note: We are arranging to have Mr. Spoehr give a more detailed list of the above, together with a list of firms, in an early issue.

Associated Retailers' Convention, Cleveland, May 23-25

THE 21st annual convention of the Associated Retail Confectioners of the United States will be held May 23 to 25 at the Statler Hotel, Cleveland, Ohio. Members of the A. R. C. in Cleveland will be the convention hosts.

Program arrangements are now under way. Among the subjects being considered for discussion are merchandising ideas, window-trimming, newspaper advertising, and an analysis of the Patman legislation by a competent legislative authority.

Members are being asked to express their preferences on subjects for convention discussions—which are always alive with ideas at the A. R. C. meetings.

Cincinnati Candy Recovery Assn. Elects Officers

THE Cincinnati Candy Recovery Ass'n elected its officers for 1937 at its annual meeting held January 12. The meeting was in the nature of a banquet, with Thomas J. Payne of Reed Candy Company, Chicago, President of the N. C. A., as guest speaker.

Carl Graeser, of National Candy Co., retired as Chairman of the Association, and Edward A. Stern retired as Chairman of the Board. The new officers elected are: Lester E. Buerkel, Chairman; August L. Hussel, Vice Chairman; Chas. E. Schneider, Secretary-Treasurer; Walter Dietz, Sergeant at Arms.

Members of the Board of Trustees include the following: Rolo S. Crandall, Saueston & Brown; Carl Graeser, National Candy Co.; M. A. McDonnell, The Puritan Choc. Co.; F. W. Becksmith; Omer H. Brown, Paramount Confection Co.; John F. Poetker, J. F. Poetker & Son; Ruth Johnson, Consolidated Candy & Peanut Co.; August L. Hussel; Peter Minges; G. Otto Ehrhardt; Jos. A. Grady; Lee Riestenberg, Aragon Sales Co.

THE ROSE

"Eagle"



ARE YOU PROUD OF YOUR WRAPPING?



EVERY confectioner who is familiar with the "Eagle" caramel cutting and wrapping machine is impressed by its record of performance—you will be, too.

A VARIETY of wrapping materials are successful on this machine, including transparent cellulose, waxed paper or wax backed foil—giving your candy a wide appeal.

GOOD results can be depended upon, the Eagle forming, cutting, and wrapping caramel or other plastic material equally well.

LARGE production is possible with this machine which produces at the rate of 350-550 pieces per minute.

EAGLE machines are in use in hundreds of modern confectionery plants, giving complete satisfaction.

Send for detailed information

AMERICAN MACHINE & FOUNDRY CO.
511 FIFTH AVENUE NEW YORK, N. Y.

AMONG THOSE EXAMINED AT THE JANUARY 29

CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October



SELECTED FOR AWARD OF RECOGNITION

The above boxes of chocolates were selected for Award of Recognition by the Packaging Board because of the high character of the packs. Both are by Bunte Brothers of Chicago—a \$1.50 pound fruit and nut assortment in gold and colors and \$1.00 satin finished orchid box.

Box Chocolates

1 lb.—\$1.00

Selected as Outstanding

CODE 2137—Description: Telescope set-up box, extension edge top and bottom. Lid is orchid colored satin finished, embossed in black and red. Bottom of box is covered with white glazed paper. Package is attractively tied with orchid silk ribbon, and wrapped in cellulose.

Design: Simplicity of design, combined with the quality of the box and contents make the general effect high-class. The monogram and trade mark could be improved and brought up-to-date which would give the package more life.

Color: The use of delicate shades in this line is appropriate to the character of the box but they do sacrifice "punch." Deeper tones might be used to good advantage; such as, wine-red, or russet-brown.

Appearance on Opening: Embossed

glassine liner with bronze coating and decorated border, including firm name printed in center. The chocolates have very fine appearance. Splendid variety including filled moulded fruits and nuts, and three gold foil pieces, one in cellophane. Chocolate peppermint in the lower layer might be omitted, as sometimes peppermint permeates other pieces.

Box Findings: The gold edged dividers on the top layer give a nice effect. Good grade of brown cups and embossed padding used.

Sales Appeal: Good.

Display Value: Has dignity and quality appearance.

Remarks: The bottom layer could be tightly packed. An outstanding package.

Box Chocolates

1 lb.—\$1.00

Selected as Outstanding

CODE 2237—Description: Telescope set-up box extension-edge top and bot-

tom. Gold embossed, with fruit design in full colors. Fruit design also embossed on corners and sides, without color. Tied with gold ribbon wrapped in cellulose.

Design: The use of fruits and nuts in this manner gives a rich appearance although somewhat conventional in design. The colors blend nicely with the gold.

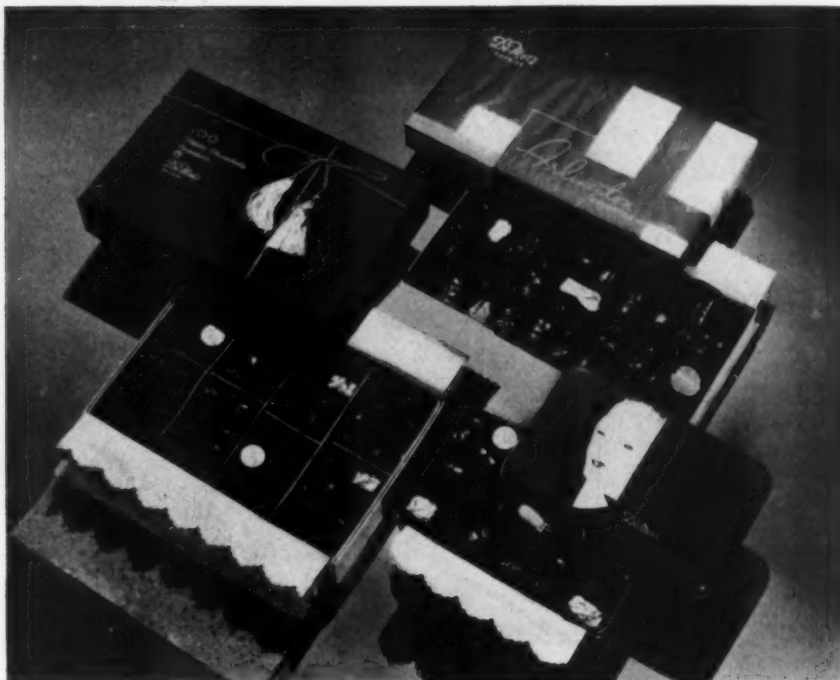
Class of Trade: For anyone interested in quality this must have a tremendous appeal.

Appearance on Opening: The entire top layer is composed of filled chocolate moulded pieces, two wrapped in red foil. Exceedingly individualistic and appetite appealing.

Box Findings: Good quality of embossed glassine lining and brown cups. Top layer packed in white tray; bottom with crated dividers.

Sales Appeal: Good.

Remarks: A most unusual package in every respect. Several years ahead of the times. The contents are more



SELECTED FOR AWARD OF RECOGNITION

These three submitted by DeMet's, of Chicago, were selected as outstanding values for appearance of package and contents. On the left is their \$1.50 Petite Box in red cellosuede trimmed in gold. The Chicago Assortment is a \$1.00 pound tin in green, black and silver. Both boxes have kraft casein gold embossed paper edging. The Arlington box at 75c is in blue and gold.

modernized than the design. Obviously, considerable has been spent on the quality of the box.

Valentine Chocolate Box

1 lb.—60c

Selected as Outstanding

CODE 2337—Description: Red embossed heart shaped box, extension edge top and bottom. Skytogen embossed paper stock. Printed Valentine band across the top. Box tied with red ribbon and fastened with gold seals. Package wrapped in red Cellophane.

Design: A good looking heart. The Valentine band could be omitted, as to some extent it seems superfluous.

Appearance on Opening: The chocolates make a splendid appearance; they have a fine gloss and very unique strings. The pieces are nearly of the same size and are well packed. A good balance between milk and dark chocolates is evident, also that they have the proper amount of chocolate. There is sufficient variety so that this package should intrigue and whet the appetite.

Box Findings: Brown glassine cups of good luster, and padding in cover.

Sales Appeal: Should enjoy a huge sale.

Display Value: Good.

Remarks: The quality of this package throughout is outstanding for the price. Suggest the seals on the ribbons not be stuck to the box, in order to avoid tearing the red box wrapper.

Valentine Chocolate Box

3 lbs.—\$1.50

Selected as Outstanding

CODE 2437—Description: Red embossed heart shaped box, with white rim around the extended edges, top and bottom. Has a removable Valentine band around the box, printed in gold and black, with a red heart decorated with white lace. Entire package is attractively wrapped in red cellulose.

Class of Trade: Well gotten up to meet competition in its class.

Appearance on Opening: Finish on the chocolates is good. The deep color of the bon bons is possibly preferred by this trade but it is very deep for the more discriminating. The assortment contains 3 foil wrapped pieces and several crystallized jelly half-dips.

Box Findings: White tissue paper padding and embossed glassine covering for protection of contents. Brown glassine cups show up well in the white box.

Sales Appeal: Good. Looks different and contains a little bit of everything that people want in a box of candy.

Display Value: Colorful.

Remarks: The pieces are larger and there are other differences between this package and the one pound box. A fine quality 3-pound Valentine package.

Box Chocolates

Eight 1 lb. Boxes—39c each

Two Selected as Outstanding

CODE 2537—Description: Telescope set-up boxes, two layers, printed in one color. The line includes eight boxes of different colors and contents. Very inexpensive covering paper used. Wrapped in transparent cellulose.

Size and Shape: Line includes two different shaped boxes— $8\frac{1}{2}'' \times 3\frac{3}{4}'' \times 2''$; $7\frac{1}{2}'' \times 4\frac{1}{2}'' \times 2''$. The narrower boxes seemed more appealing.

Design: These designs are more interestingly handled than the average. The use of the reverse plate idea is effective, getting the most out of one color. The Milk Chocolate box and the Hard and Chewy Chocolates were picked as outstanding for this price range. The design on the Hand Roll box is interesting but overbalances the message. The design of the French blue package could be improved as to the overbearing rules and lettering.

Colors: Very good use of one color printing. The solids and white space are fairly well balanced. The brown on the Hand Roll box is the most suggestive of candy.

Typography: The lettering on the "Milk Chocolate" package is most pleasing with the "Hard and Chewy" package and the "Fruit and Nuts" next in order. If the logotype of the firm name were modernized we believe this would be an improvement.

Originality: On the whole this is a good line in this respect.

Appearance on Opening: For the most part the chocolates were dull, excepting the "Milk" box which stood out well. The chocolates could stand considerable improvement for this price.

Box Findings: Brown glassine cups, cardboard between layers. A glassine liner would help to overcome the detracting effect of the low-priced box.

Sales Appeal: Good.

Display Value: Flashy.

Remarks: The effort is sincere to produce packages with individuality and eye appeal, which for the most part has been accomplished.

Box Chocolates

1 lb.—60c

CODE 2637—Description: Telescope set-up box, extension-edge bottom. Friction glazed cover paper, printed and embossed. Wrapped in transparent cellulose.

Design: Could be greatly improved. There are too many silhouettes which make the box look spotty. The large silhouette attracts too much attention. Suggest this be subdued, which can be done either by making it smaller or changing to a white figure in black or gold inside a square or oval. The Clinic suggests redesigning and bringing up-to-date.

Appearance on Opening: A trifle better than the other packages, but there does not appear to be 50% more value in this package. The strings on the chocolates are better. Two pieces in red foil in top and bottom layers.

Box Findings: Brown glassine cups, layer board and wax paper liner.

Remarks: These chocolates are not in line with the better packages in this price range. The creams have merit but the nougat centers and jelly centers could be improved. The color scheme of the package is all right but more could be made of it with an improved design.

Box Chocolates

1 lb.—\$1.50

Selected as Outstanding

CODE 2737—Description: Red Cello-suede covered telescope set-up box with extension edge on bottom. Tied with a gold cord and silk tassel. Exceedingly high-class in appearance.

Design: The design is excellent for this type of box. The printing is uniform and well arranged. The tassel was well placed and excellently used on this type of plain package.

Colors: The deep red of the cello-suede trimmed with the gold printing and cord and the white lower edge of the box makes a rich appearance, which is in keeping with the remarkable appearance of the contents.

Class of Trade: Planned for the most discriminating, and should meet all requirements.

Appearance on Opening: The appearance of this box is superb. These miniature chocolates are uniform in size although of a variety of shapes, and have the kind of a gloss which



SELECTED FOR AWARD OF RECOGNITION

Three modern designed chocolate boxes in the 39c line of George Ziegler Co., Milwaukee, Wis. These have accomplished striking effects by the use of only one color. The colors of the above are dark blue, Persian orange and purple.

indicates the high quality of chocolate coating being used. It is obvious that all of these chocolates are hand dipped. There is enough variety so that the centers are of interest to all and should stimulate the desire to find out what is inside.

Box Findings: The upper tray and lower portion of box are set off with gold dividers. Gold embossed foil is used on four chocolates; also two gold cups in each layer. Brown glassine cups for other pieces. This box is elaborately lined with embossed glassine liner in flower design, also a foil half liner printed in red lattice design. Sides of top tray have a lace edging of embossed kraft casine gold paper. Embossed padding bears the name of the firm in center.

Sales Appeal: Outstanding value.

Display Value: Good.

Remarks: Anyone who considers the amount of work a package of this kind takes will not mind the relatively high price which is in keeping with this box. A suggestion would be simplification of the liners, as these may seem excessive to some people. Another suggestion would be to include in the foil only distinctive pieces which are not present unfoiled. This package should appeal to the most fastidious.

Box Chocolates

1 lb. \$1.00

Selected as Outstanding

CODE 2837—Description: Tin box, two layer, lithographed in green, with black and silver trim. Wrapped in transparent cellulose, tied with two-color ribbon and bow.

Design: Very fresh, original, and in good taste. Well personifies the city after which it is named.

Colors: Very pleasing. A good shade of green for the purpose of background on a candy box. Too often when green is used on a candy box the shade selected is too bright.

Typography: Well designed. The trade name is exceptional in being well designed and modern.

Appearance on Opening: Most attractive. Lace doily on top, with floral embossed glassine covering the candy and tray. The combination with the kraft casein gold embossed paper edging framing the dark chocolates is beautiful. Top tray contains two embossed foil wrapped pieces and 1 foil cup. Name of the firm is on the foil. Other pieces in brown glassine cups.

Sales Appeal: Good for selective trade.

Display Value: Excellent for a manufacturing retailer.

Remarks: A distinctive package of very high quality. Chocolates are very nice, with good strings, and it is obvious that the centers are made with good care.

Box Chocolates

1 lb.—75c

Selected as Outstanding

CODE 2937—Description: Telescope set-up box, one layer, extension-edge bottom. Lid is wrapped with friction glaze paper, printed and embossed in two colors, reversed plate. Modern and flashy. Wrapped in transparent cellulose.

Design: Original and in good taste. Very good use of two colors—French blue and gold. Compared with other packages in this firm's line, this package is just a little along the circus type

and may appear to some as a bit overdone.

Class of Trade: Well suited as a whole to those with a taste for good candy.

Typography: Good. Its simplicity and use of script lettering is a good example of how script can be used effectively in modern treatment.

Originality: Also a good example of this.

Appearance on Opening: Chocolates generously coated and are very fine. Interestingly arranged in one layer. Contains 2 embossed foil wrapped pieces, a gold foil cup, and a piece wrapped in cellulose.

Box Findings: White edging embossed with firm name, embossed mat with firm name, glassine liner and wax sheet. Brown dividers and brown glassine cups.

Sales Appeal: An excellent value for the money.

Display Value: Good.

Remarks: This package and contents rank high in the field.

Box Chocolates and Caramels and Nougats

1 lb.—39c and Up

CODE 21037 — Description: Telescope boxes lithographed in three colors, with reverse plate. Very attractive packages in this line of a number of assortments, all with similar design but with different lettering for each package. Wrapped in cellulose.

Design: Excellently done, incorporating candy makers in semi-dramatic mood tasting their product. Arrangement is well balanced and very legible.

Typography: Good use of modern styles of lettering, well executed.

Appearance on Opening: These packages are considerably above the average in their popular price range. The chocolates had a nice finish although some need more coating and the bottoms could be better covered. Centers could be improved in flavor. The nougat and caramel package was attractive, and the nougats and caramels wrapped in cellulose made a nice appearance.

Box Findings: Wax paper sheet on top, glassine cups.

Sales Appeal: Good.

Display Value: These packages attract attention and are well designed for display in a busy store.

Remarks: Examples of design for eye appeal. Very refreshing.

Boxed Chocolate Honey Combed Chips

1 lb.—39c

CODE 21137 — Description: Telescope set-up one-layer box, wrapped in friction glaz paper, printed in blue and brown.

Design: Attracts attention and has a fresh appearance. The large block lettering is interesting. An improvement would be to simplify the varieties of lettering used and modernize the trade-

mark. Could also be improved in arrangement.

Appearance on Opening: The chocolates had a fair gloss, and the workmanship shows that an amount of chocolate is used, but it is possible that the coater is out of control. If this is corrected the package will undoubtedly have a greater sales appeal. Wax paper liner and brown dividers used.

Sales Appeal: Has the advantage of a package designed for the contents.

Display Value: Attracts attention.

Remarks: While the ends of the box are colorful, to some they may give the appearance of making the box look shorter.

Valentine Heart Box Chocolates

1 lb.—50c

Selected as Outstanding

CODE 21237 — Description: Heart shaped set-up box with extension edges top and bottom. Covered with white

embossed paper, printed in red around the edges and sides.

Design: Old-Fashion Valentine idea sketched in modern treatment in four colors on the white background. Nicely done. Use of gray shading around edge of embossed heart adds richness in giving effect of a padded cover.

Colors: The soft tones offer striking contrast to the red, black and white.

Typography: Good.

Originality: Has a distinct individuality.

Appearance on Opening: Attractive and appealing in appearance. The packing is considerably above the average run in this price range. The gloss and strings are good, but the dark chocolate is a little too dark.

Sales Appeal: Undoubtedly the value is in keeping with the price.

Display Value: Striking.

Remarks: A clean looking package. Should appeal to those wishing a popular priced package in a change from a conventional red heart.



SELECTED FOR AWARD OF RECOGNITION

An outstanding merchandising combination is this corrugated floor display by the Zion Candy Industry, Zion, Ill., featuring a line of 24 open-faced packages of various confections wrapped in cellulose and well designed.

Boxed Stick Candy

1 lb.—45c

CODE 21337—Description: Stick candy individually wrapped in transparent cellulose, packed in telescope box with die-cut window. Printed in two colors, obtaining three-color effect by use of reverse plate. Visible candies attract attention.

Design: The idea is appealing and the window pack should be a success. The colors of the sticks might be brought out with greater effect by subduing the colors of the box, using a neutral color for the box as a background for the sticks. A stronger color could be used in the lettering without detracting attention from the candy.

Sales Appeal: Has eye appeal because of visibility of the contents.

Display Value: The strong color of the package will draw attention to a mass display.

Remarks: A good merchandising method.

Cellulose Printed Bag Hard Candies

1 lb.—29c

CODE 21437—Description: Transparent cellulose bag printed in three colors. Hard candies also individually wrapped in transparent cellulose.

Design: Red, white and blue used in the design of the package is striking in effect. Bands at top and bottom attract attention. Lettering has strong visibility. The colors give somewhat of a circus effect. The indication that the candies are filled and solid does not apply entirely to the contents, as the goods were all solid.

Sales Appeal: A clean-cut package, aided greatly by the individually wrapped pieces.

Display Value: Can be seen at considerable distance in the store.

Remarks: The package evidently is used for a line of different items. It is above the average in appearance.

Display Carton and Package Line of Candies

1 lb.—19c to 25c

Selected as Outstanding

CODE 21537—Description: Assortment of a number of confections packed in open faced boats wrapped in transparent cellulose. Displayed in a special floor stand of folding corrugated stock which contains 24 packages. Printed in colorful effects, with remarkable appearance.

Design: The display stand is made to fit the packages and show them in open arrangement as an island show case. The stand is printed in blue and red on white background. The lettering is exceedingly strong on both the display and the individual packages. Design of the packages is modern and pleasing.

Sales Appeal: An ideal display of a



SELECTED FOR AWARD OF RECOGNITION

These attractively designed boxes by Walgreen's of Chicago are members of a family of packages pleasingly illustrated and modern in treatment. The background is chocolate brown. Their simplicity and visibility are good features.

wide variety of confections. Consumers can easily help themselves from this tempting array.

Display Value: Extraordinarily good.

Remarks: This is one of the best merchandising displays that has ever been examined by the Packaging Board. It should be most successful.

CANDY PACKAGING BOARD

★ THE Packaging Board of The MANUFACTURING CONFECTIONER is composed of outstanding experts in the various fields involved in candy packaging and merchandising. The Board Members and the phases of confectionery packaging which they represent are as follows:

PACKAGE DESIGN—

Ernst A. Spuehler, Package Designer and Consultant, Chicago, Ill.

PACKAGE WRAPS—

Theodore Lax, Midwestern Manager, Bennington Wax Paper Co. and Ben-Mont Fancy Papers, Inc., Bennington, Vermont.

Verne C. Field, Box Paper Division, Dwight Brothers Paper Co., Chicago.

CANDY PRODUCTION—

George A. Eddington, Factory Manager, De Met's Chicago, Ill.

Edward M. Johnson, Confectionery Engineer, Chicago, Ill.

Conrad Spoehr, Candy Development Consultant, Chicago.

CANDY MERCHANDISING—

Frank H. Anderson, Automatic Canteen Co. of America, Chicago, Ill.

B. F. Young, Candy Retail Sales Manager, Sears Roebuck & Company.

THESE members meet Quarterly in Clinic session to pass impartial criticism and make constructive suggestions upon the packages submitted.

Shipping Carton Corrugated Board

CODE 21637—Description: Printed corrugated shipping carton adapted to merchandising display use.

Design: The interior of the carton is printed in yellow, and the flaps when open show a printed sales message. One flap turns up as a back display, while the one in front is bent down, with a similar message describing fresh Easter Candies. A place for the dealer to insert the price of the candies is provided. The printing is in dark blue, which could be changed to green or purple for Easter and spring colors. The outside of the carton has Easter illustrations to enliven an otherwise ordinary shipping carton.

Sales Appeal: Very good for merchandise that is not removed from the carton.

Display Value: Excellent for the purpose.

Remarks: An example of the merchandising usage to which shipping cartons can be adapted.

Cellophane Novelty Bag In Seasonal Designs

CODE 21737—Description: Printed cellulose bags in seasonal designs, in novelty shapes.

Design: One package is an Easter rabbit, printed in purple. The other is a Valentine heart printed in red and white.

Sales Appeal: Very good for a retail novelty package.

Display Value: Unusual because of their unique design and colorful seasonal effect.

Remarks: This is something new in Cellophane bags. An item which many retailers have long wanted.



Your Salesman Re-usable Packages for Mother's Day Business

Here are FIVE suggestions from the Nussbaum Line. Candy packages that have real quality . . . and SHOW it.

Designed in the modern manner . . . made of solid Black Walnut, Maple or Cedar . . . These unusual containers have the eye appeal that it takes to make a product stand out from the group.

Women value these attractive boxes for their many uses in the home.

PRODUCTS PACKAGED IN NUSSBAUM CONTAINERS HAVE MADE SALES RECORDS.

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Program Set for Packaging Show, New York, March 23-26

THE forthcoming conferences on packaging, packing, and shipping sponsored by the American Management Association will be endowed with unusual interest for business executives, including confectionery manufacturers, according to Alvin E. Dodd, president of the Association.

The conferences, together with clinics and round table meetings held concurrently with the 7th Packaging Exposition at the Hotel Pennsylvania, New York City, March 23 to 26, will be addressed by a brilliant gathering of nationally renowned authorities. An attendance of 10,000 executives from all parts of the country is anticipated.

In announcing preliminary details of the program, Mr. Dodd stated that it exceeds in scope and diversity and number of topics any previous conference. All booth space in the exposition has been leased for weeks, despite an original 20 per cent increase in exhibit area over last year's record exposition. Unprecedented interest has also been shown for the Sixth Annual Irwin D. Wolf Awards, America's highest honors for distinctive merit in packaging.

Among the subjects included in the preliminary program are the following:

"Redesigning an Old Established Family of Packages," "The Company's Problem," "The Designer's Solution," "Tackling a Redesigning Job." Other subjects are: "Private Brand Packages and the Robinson-Patman Act," "Packaging Fallacies and the Groundwork for Design," "The Use of Plastics in Packaging," "Significant Developments in Packaging Materials," "Packing, Weighing and Bag Closing Equipment," and an Open Forum on Packaging Machinery Problems.

Freydberg Bros., Inc., Moves To Elaborate Quarters in Stamford, Conn.

FREYDBERG BROS., INC., manufacturers of Excell-O Ribbon and other decorative tying materials, announce the removal of their factory and executive offices to their magnificent new quarters at 375 Fairfield Avenue, Stamford, Conn.

Gordon Stewart of Park & Tilford Taken by Death

GORDON STEWART, President of Park & Tilford, and Park & Tilford Import Corp., New York City, died suddenly January 27, after a brief illness. He was 51 years old.

Mr. Stewart had been President of Park & Tilford since 1929 and had formerly been with Lowney's, as well as the Waldorf-Astoria Candy Co. He had been in the candy business many years and when he went with Park & Tilford he built for them one of the largest and most modern candy factories. His rise to the head of the company was rapid.

Mr. Stewart was also Vice-President of A. Overholt & Co. and the Tintex Co., and President of the Lilax Co. and the Mi Favorita Cigar Co.

Surviving are his widow, his father, and a brother.

C. Ray Franklin Win Sweets Company Prize

SWEETS COMPANY OF AMERICA, New York, makers of nationally known Tootsie Rolls, have been very active in the past year under the leadership of Bert Rubin, president. A sales contest among their brokers throughout the United States was among the sales plans. A monthly quota was set for each broker and a monthly prize was awarded the one who exceeded his quota by the greatest percentage. Also a grand prize of a check for \$300 was given the one with the greatest gain over the year. This grand prize was won by C. Ray Franklin, covering the Kansas City, Mo., territory.

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SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

THE Middle West has been in the grip of one of the most severe winters for the past few weeks that it has experienced for many seasons. The entire country is resting under a fine blanket of snow and ice in many sections that should furnish abundant moisture for spring, thereby helping to assure a crop which is surely needed and must be had if the Middle West is to prosper in 1937. The only part of the territory that I report on which is flooded is Southeast Missouri, where the damage will run into many figures. This section was among the very best in 1936, so it's too bad this catastrophe had to occur.



Omaha in January had its record snow of all time. I happened to be there, and for two days it was almost impossible to get out of the hotel. Several other candy men were also present and I cannot estimate the value of the candy they sold—to each other—but it is sufficient to say there was some tonnage!

Mr. Ray Graham, for several years candy buyer for Pratt-Mallory Co., Sioux City, Iowa, took over the candy department for Paxton-Gallagher Co., at Omaha, Nebr., the first of the year. Mr. Graham has taken up his new duties and reports that he is well pleased with his new connections. He expects to move his family to Omaha as soon as the roads are passable. All who know Ray wish him success in his new position, and I for one know that he will enjoy it.

The Ozark Candy Co., Joplin, Mo., had a fire a few weeks ago that almost developed into a total loss. The fire originated in their factory and quickly spread into the warehouse, but due to the efficient work of the fire department the loss was kept to a minimum.

Al Gentz, of the National Candy Co., Chicago plant, told me the following story a few days ago; in fact, while we were both isolated in Omaha. Conductor—"Did you get home all right last night, sir?" Passenger—"Of course; why do you ask?" Conductor—"Well, last night when you got up and gave your seat to a lady, you were the only two in the car!"

The Sifers Candy Co., Iola, Kansas, have discontinued their retail salesmen, excepting in the area nearby and are working the jobbers throughout their trade territory. They are specializing on deals for the jobbers and, from what I have been able to learn, are doing a real job of it.

Quality Candy Co., Kansas City, Mo., is now operating in their new location, which is on East 12th street. They have a better location, more room, and the building is arranged for their set-up much better than the old location.

The Euclid Candy Co. of Brooklyn and San Francisco has transferred this territory to the California plant. Mr. Meyers, the salesmanager of the California plant, has been a visitor in Kansas City for several days, getting everything lined up.

Bunte Declares 5 Per Cent Dividend

BUNTE BROTHERS, Chicago, has declared a 5 per cent dividend on the \$10 par common stock, which is 50c a share, payable Feb. 15 to stockholders on record Feb. 8. A quarterly dividend of \$1.25 a share on preferred stock was also declared, payable March 1 to stockholders on record Feb. 25.

In 1936 Bunte Brothers paid \$1.50, amounting to 15 per cent, on the \$10 par common stock—50c on March 1 and \$1 the first of December.

